



ALLEN COUNTY WAR

# MEMORIAL COLISEUM™

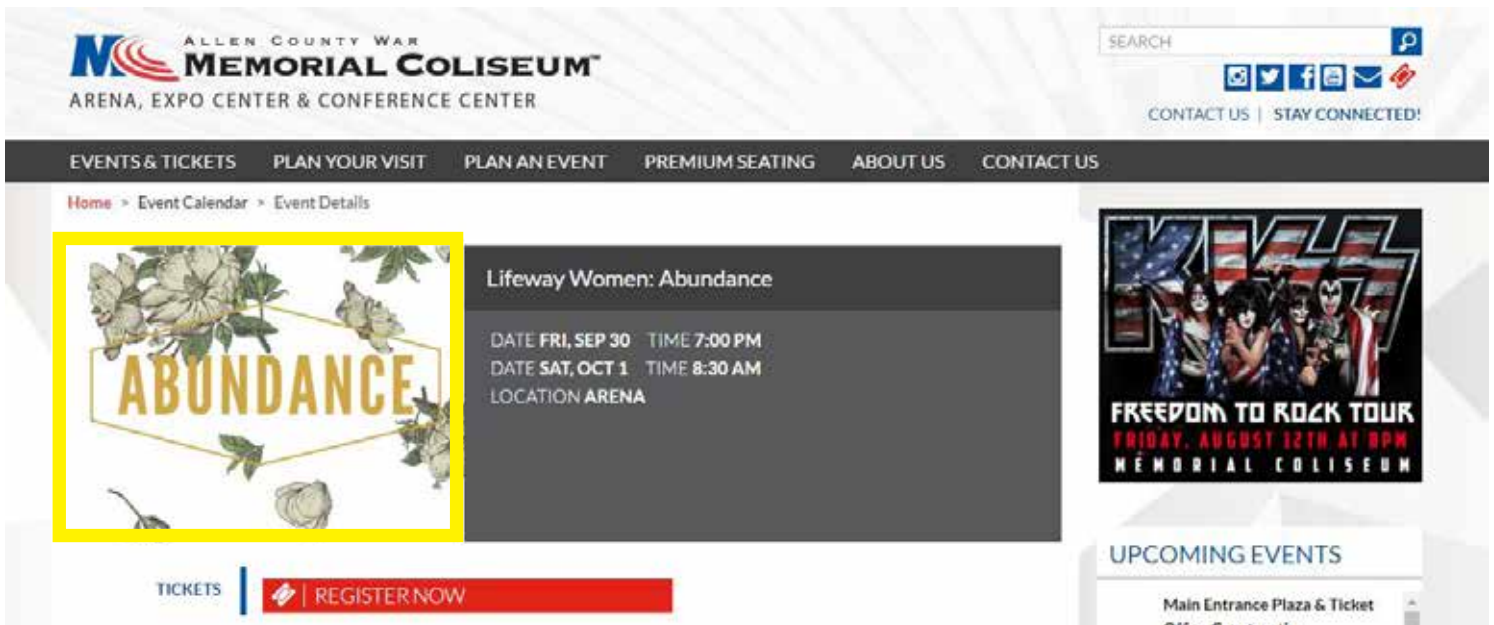
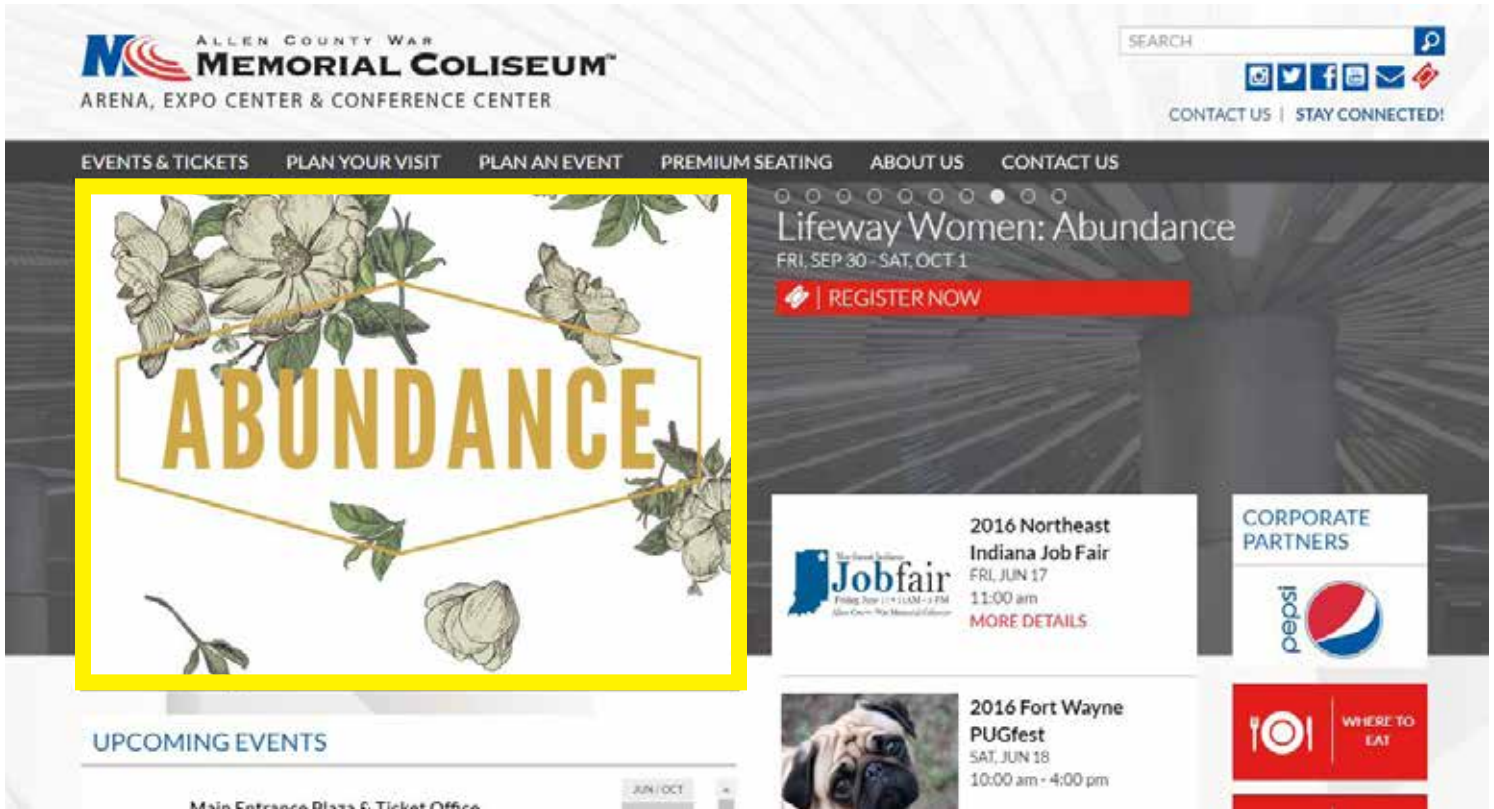
FORT WAYNE, INDIANA  
ARENA, EXPO CENTER & CONFERENCE CENTER

## GRAPHICS NEEDED FOR THE MEMORIAL COLISEUM

### WEBSITE:

Website – 1024x768 (resolution no higher than 300)

This will display on the home page of our website and on the event details page of your event. Please keep the image free of text (logo is okay). Below are examples of where the images are located on our website.





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## TV SYSTEMS

### **Outdoor Sign – 240x128** (resolution no higher than 72)

This graphic is for our outdoor signage in front of the venue. The size seems small, but it will work just fine. This graphic should not feature much text. It should highlight the show or characters in the graphic and leave space for text. Any additional information (date, time, etc) will not be necessary. In our sign program, we will add the date and time to the provided graphic so it reads clearer. We also make versions for the sign that say "August 27 at 6:30pm", "Thursday at 6:30pm", "Tomorrow at 6:30pm", and "Today at 6:30pm", so all we need from you is the graphic.



We would add text in the blank area toward the bottom right

### **Indoor TV System– 1024x768** (resolution no higher than 72)

This graphic will be used on the closed circuit television system within our building. It should feature the dates and time of the shows, but our venue name/logo is not necessary. Please include a 1024x768 of just the artist with no text on the image as well.





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### INDOOR TV SYSTEM

**Welcome Screen Arena – 1280x720** (resolution no higher than 72)

This screen will be the first thing guests will see as they enter the space your event is being held in. This size is ONLY FOR **ARENA** EVENTS. Please ignore if this does not apply to your event.

**Welcome Screen Expo Center – 1360x768** (resolution no higher than 72)

This screen will be the first thing guests will see as they enter the space your event is being held in. This size is ONLY FOR **EXPO CENTER** EVENTS. Please ignore if this does not apply to your event.

**Welcome Screen Conference Center – 1920x1080** (resolution no higher than 72)

This screen will be the first thing guests will see as they enter the space your event is being held in. This size is ONLY FOR **CONFERENCE CENTER** EVENTS. Please ignore if this does not apply to your event.

**Welcome Screen Meeting Rooms– 1024x768** (resolution no higher than 72)

This screen will be the first thing guests will see as they enter the space your event is being held in. This size is ONLY FOR **MEETING ROOM** EVENTS. Meeting rooms include Century Club Room, Appleseed A & B, Archer Room A & B and the Red Room. Please ignore if this does not apply to your event.



**Welcome Screen Example**



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## **SOCIAL MEDIA**

Facebook Event Page Photo 1920x1080

Instagram Photo 1200x1200

Twitter Photo 440x220

## **ARENA SCOREBOARD**

During the sports season, we can play your TV commercial on the center-hung scoreboard during intermissions and halftimes of Komets and Mad Ants games. SPECS: uncompressed .AVI file required

## **ONLINE ADS**

300px x 250px (72dpi)

728px x 90px (72dpi)

## **MISCELLANEOUS**

If you have any high resolution photos of the artist/band that we could use on our social accounts for extra promotional reasons, please send them to us. We could use them in a variety of ways to promote your event.

## **QUESTIONS?**

If you have any questions about the artwork specifications, please call the Marketing and Media Coordinator at the Allen County War Memorial Coliseum.

Katie Schwartz

(260) 480-3709

kschwartz@memorialcoliseum.com