

One-Page Marketing & Media Master Guide

Platform Media Specs, Video Thresholds, Copy Limits & Google Ads Blueprint · The 418 Project / Venue Family

1. Visual & Video Specifications Matrix

ASSET SLOT	WHERE IT RENDERS	ASPECT RATIO	TARGET RESOLUTION	MAX SIZE	VIDEO?	TEXT ON IMAGE
Banner	Hero header, sliders, email, Google Landscape	16:9 or 2:1	1920 x 960 (2:1) 1200 x 628 (1.91:1)	10 MB img 2 GB vid	YES	Short title + date badge. Center 70% safe.
Page (Poster)	Event hero poster, print, Google Portrait	4:5 or 1:1	1080 x 1350 (4:5) 1200 x 1200 (1:1)	10 MB img 2 GB vid	YES	Poster typography. Main title + date. No fine print.
List (Thumbnail)	Calendar grid, venue search, door kiosk	1:1 SQUARE	1080 x 1080 (min 600 x 600)	10 MB img	NO	Zero text. Performer, stage, or visual focal point.
Gallery	Stage angles, seating, green room carousel	ANY (4:3, 16:9)	1920 x 1080	10 MB img 2 GB vid	YES	No text overlays. Clean venue / stage photography.
Background	Full-bleed ambient page background	16:9 WIDE	1920 x 1080	10 MB img 50 MB vid	AUTOPLAY	Zero text. Darkened / blurred ambient motion.
Logo	Header, Wallet passes, Google Ads mark	1:1 / 4:1	1200 x 1200 1200 x 300 (4:1)	5 MB	NO	Transparent PNG logo mark with safe padding.
Promo Video	YouTube ad units, video player trailer	16:9 / 9:16	1920 x 1080 (Horiz) 1080 x 1920 (Shorts)	2 GB max	YES	Captions / kinetic typography in center 60%.

2. Google Ads Performance Max Character & Media Limits

Google Ads Text Constraints (Exact Code Caps)			PMax Readiness Rules (Auto-Sync Pre-Requisites)		
FIELD	MAX LENGTH	BEST PRACTICE EXAMPLE	GoogleAdsAssetBuilder automatically syncs when all criteria pass:		
Business Name	25 chars	The 418 Project	✓ Published Event:	Event status is published and not private .	
Short Headlines (1-5)	30 chars	Samba Dance Showcase (20) Live Oct 18 · 7:30 PM (19) Live in Santa Cruz (18) · Get Tickets Online (18)	✓ Upcoming Date:	At least 1 future date exists where date ≥ today() .	
Long Headlines (1-5)	90 chars	Experience Live Dance & World Music at The 418 Project Santa Cruz (66)	✓ Landscape Image:	Assigned to Banner (target 1200 x 628 , min 600 x 314).	
Short Description	60 chars	Live dance, percussion, and music in downtown Santa Cruz. (57)	✓ Square Image:	Assigned to List (target 1200 x 1200 , min 300 x 300).	
Long Description (1-4)	90 chars	Join us this Friday for an unforgettable evening. Reserve tickets before they sell out! (89)	✓ Portrait Image:	Assigned to Page (target 1200 x 1500 for mobile Discovery).	
Call to Action	Fixed Enum	BOOK_NOW (default), BUY_NOW , SIGN_UP , LEARN_MORE	✓ Logo Asset:	Organization has an active Logo assigned.	
			✓ Search Themes:	Auto-constructs event name, type, and local hooks: "things to do in santa cruz", "live events santa cruz".	

3. Platform Event Listings: Field Architecture & Description Blueprint

Key Event Metadata Fields (Exact Platform Targets)

FIELD (KEY)	TARGET LENGTH	BEST PRACTICE & PURPOSE
Title name	1-8 words	Clear show or workshop title (e.g. "Samba Tropical Live"). Avoid ALL-CAPS or stuffing dates/venues.
Subtitle subtitle	40-80 chars	Single punchy summary sentence. Surfaces on calendar cards, search previews, and Google Ads short descriptions.
Category type	Canonical Enum	Concert, Dance, Theater, Workshop, Film, Class, Community, Festival. Drives calendar filtering and search indexing.
Age Policy age_restriction	Fixed Values	All Ages , 18+ , or 21+ . Crucial for door staff, ticketing validation, and bar policies.
Ticket Tiers & Links links	URLs + Tiers	Direct ticket links (Ticket Tailor, Eventbrite, or native tiers) + artist Spotify, Instagram, and EPK links.

Standard 5-Part Description Framework (300-600 words)

✓ 1. The Hook (Lead Paragraph):

Who is performing/teaching, what makes this evening special, the artistic vibe, and why someone should attend.

✓ 2. Schedule & Flow of Evening:

Exact timetable: Doors open time, performance/class start, intermission length, and event wrap-up.

✓ 3. Artist / Performer Bios:

1-2 paragraphs highlighting the artist's background, notable credits, past festivals, and creative journey.

✓ 4. Audience Logistics & House Rules:

Parking directions (155 River St / Tannery Arts Center), footwear policy (barefoot/socks for sprung wood floor), ADA accessibility, and concessions/BYOB rules.

✓ 5. Ticketing, Discounts & Refunds:

Advance discount vs. door pricing, sliding scale or work-trade availability, and refund/transfer policy.

4. Venue & Space Listings: Architectural & Rental Specifications

Space Identity, Capacities & Rates

SPECIFICATION	TARGET VALUE	DESCRIPTION & RULES
Space Name (name)	Room Name	Specific space identifier (e.g. "The 418 Project: Main Theater", "Studio B: Movement Lab").
Headcounts & Area capacity / sq_ft	Standing / Seated	Detail maximum standing capacity, theater seated rows, cabaret table seating, and usable square footage.
Rental Rates & Terms rentals / price_per_hour	Hourly / Day Rates	Weekday vs. weekend rates, minimum booking hours, deposit terms, and rehearsal vs. public event tiers.
House Policies Permits & Curfews	Permit Bools	Alcohol service (alcohol_permitted), candle/open flame (fire_permitted), sound curfew (decibels_permitted), ADA access (accessibility).

Architectural Features & Technical Production Rig

◆ Sprung Wood Dance Floor:

Highlight professional cushioned sprung hardwood flooring — a key selling point for dancers, somatic practitioners, and physical theater.

◆ Theatrical Stage & Rigging Grid:

Stage dimensions, proscenium clearance, pipe grid load capacity, backstage green rooms, and direct load-in access.

◆ Audio, Lighting & Projection AV:

Detail console channels, wireless mics, programmable DMX lighting instruments, high-lumen video projector, and motorized drop screen.

◆ Add-On Packages & Production Services:

Clear pricing for audio engineers, lighting operators, grand piano tuning, post-event cleaning, and concessions staffing.

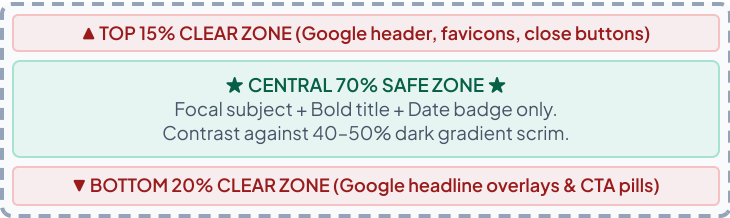
5. Text-on-Image Strategy & Visual Layout

The 80/20 Rule for Ad Imagery

Google Ads algorithms suppress creatives with text covering > 20% of the image area. Keep overlays punchy and legible.

✓ PUT ON THE IMAGE	✗ KEEP IN TEXT COPY
• Event Title (1 line, bold sans-serif)	• Street address or phone numbers
• Date badge (OCT 18 / TONIGHT)	• Full price breakdowns (\$15 Gen / \$10 Stu)
• Venue stamp (THE 418 PROJECT)	• URLs (www.the418project.com)
• Badge pill (WORKSHOP / LIVE)	• Sponsor logo walls & legal disclaimers

Safe Margin Blueprint



6. Ready-to-Use Copywriting Swipe Files

ANGLE A · CONCERT / SHOW

Live Music & Showcase

Short Headlines:

- Samba & Live Drumming (21)
- Live at The 418 Project (23)
- Get Tickets Online (18)

Long Headline:

Experience Live Dance & World Percussion at The 418 Project in Santa Cruz (75)

Short Description:

Live dance, percussion, and music in downtown Santa Cruz. (57)

Image Overlay Text:

SAMBA TROPICAL · OCT 18 · DOORS 7PM

ANGLE B · WORKSHOP

Movement & Classes

Short Headlines:

- Contact Improv Workshop (23)
- All Levels Welcome (18)
- Sprung Wood Dance Floor (23)

Long Headline:

Drop-in Movement & Dance on Santa Cruz's Premier Sprung Wood Dance Floor (74)

Short Description:

Elevate your movement practice at The 418 Project. (50)

Image Overlay Text:

CONTACT IMPROV · SUNDAYS 10 AM

ANGLE C · SPACE RENTAL

Theater & Space Rental

Short Headlines:

- Affordable Venue Rentals (24)
- Theater & Stage Rental (22)
- Instant Rental Quotes (21)

Long Headline:

Rent The 418 Project: Theaters, Sprung Dance Floors & Event Spaces (72)

Short Description:

Flexible spaces for performances, rehearsals, and parties. (57)

Image Overlay Text:

SANTA CRUZ VENUE RENTALS · STAGES & STUDIOS

7. Pre-Flight Launch & Sync Checklist

✓ **Public & Published:** Event status is set to **published** and not **private**.

✓ **Future Date Confirmed:** At least one upcoming date exists (**date** ≥ **today**).

✓ **Dedicated Banner (16:9/2:1):** Uploaded to **Banner** slot (not borrowed).

✓ **Dedicated Square (1:1):** Uploaded to **List** slot (sharp, uncompressed).

✓ **Poster (4:5):** Uploaded to **Page** slot for hero and mobile Discovery.

✓ **Text Area < 20%:** Visual focal point is clear; no cluttered fine print.

✓ **Ticketing Configured:** Ticket tiers active or rental inquiry enabled.

✓ **Toggle Active:** Set Google Ads toggle to **Active** in Marketing Overview.