



## Marketing Opportunities with the MassMutual Center

**Drive patrons and attendees to your event** when you market through MassMutual Center Advertising, a full service agency. We can assist you with anything from budget planning and ad placement to social media and public relations campaigns. We have the expertise to assist you with:

### Advertising

Based on your budget, we can create a complete advertising plan including: *print*, *TV*, and *radio*, and recommend a media schedule devised to efficiently reach your target market and generate attendance\*.

*\*Rates may include an additional 15% agency fee*

### Creative Services

We can assist you in the design of camera-ready advertisements for print publications, writing of radio scripts, and/or creation of digital collateral. Once they are completed, we will place these advertising messages to complement your media plan. You will benefit from low contract rates, with your ability to leverage the best possible schedule and greatest frequency for your budget.

### Social Media

We will coordinate and manage a full interactive digital media campaign on all of our social channels (Facebook, Twitter, Instagram). Your messaging will also be displayed on all of our in-house TV's, outdoor digital marquee, and website ([www.massmutualcenter.com](http://www.massmutualcenter.com)).

### Public Relations

Our publicity capabilities enable us to write, send out and personally follow up on media releases and advertisements to local and regional print and broadcast news outlets. These important activities provide even greater visibility for your event and are designed to generate last-minute impressions and sales.

### Group Sales

We actively pursue group ticket sales for pre-determined events. Our in-house group sales department can pre-sell your event using a comprehensive database of local and regional companies, civic groups, and organizations that purchase group tickets on a regular basis. Preferred customer mailing programs can also be designed to maximize sales within demonstrated buying groups.

For more information, contact Marissa Skibbe at 413.271.3235 or [mskibbe@massconvention.com](mailto:mskibbe@massconvention.com).

# Logo Usage & Restrictions

## Color Requirements



Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the MassMutual Center Logo, 4-color process or on screen (RGB) value are listed below as well. ***These colors should not be altered or substituted in any way.\****

*\*When color (spot or CMYK) is not available, use the single color version (black on white) or the reversed (white on black, preferred) version.*

			
PMS	7461 C	Black	White
CMYK	C 95 M 47 Y 3 K 1	C 100 M 100 Y 100 K 100	C 0 M 0 Y 0 K 0
RGB	R 0 G 116 B 182	R 3 G 0 B 0	R 255 G 255 B 255

## Size Requirements

All elements support full color **AND** must be submitted in .jpeg or .jpg format only.

**Outdoor Marquee:** 240px (wide) x 180px (tall)

**In-house TV:** 1280px (wide) x 640px (tall); 720 dpi

**Website Spotlight Image:** 654px (wide) x 405px (tall)

**Website Thumbnail Image:** 601px (wide) x 290px (tall)

## Social Media



[www.facebook.com/MMCSpringfield](http://www.facebook.com/MMCSpringfield)



[www.instagram.com/mm\\_center](http://www.instagram.com/mm_center)



[www.twitter.com/mm\\_center](http://www.twitter.com/mm_center)

Visit us at [www.massmutualcenter.com](http://www.massmutualcenter.com)