

All creative submissions should be sent to Heili Furniss:
e: heili.furniss@ticketmaster.ca

Please allow 3 - 4 full business days for testing before campaign is staged and deployed.

728x90 Standard Leaderboard

- 728x90 pixels
- 35k MAX file size / 3 loop limit
- Accepted media: .gif, .jpg, flash, rich media
- All Flash submission require back up .gif or .jpg
- 3rd party tags accepted, must be iframe format
- No JavaScript tags
- Flash must meet click tag specs
- (<http://www.adobe.com/>)

Leaderboard

AD SIZE: 728 x 90



TARGET BY:

Region
Genre
keyword/search words
Artist/Event (subject to availability)

728x90 Expandable Leaderboard (expand down)

- Expand to max 728x360 pixels (expand down)
- Up to 35k initial load, 2.2mb "polite" download
- EXPANDABLE ONLY ON USER INTERACTION
- Must be expanding on click, retracting by using 'Close X' box
- Audio must be user-initiated on click only
- Must be 3rd party served; iframe 3rd part tags only
- Accepted 3rd party vendors for expanding media: Dart Motif, Klipmart, Pointroll, Eyeblaster, Eyewonder, Adcentric, Eye Return
- No JavaScript tags

728x90 In-banner Video

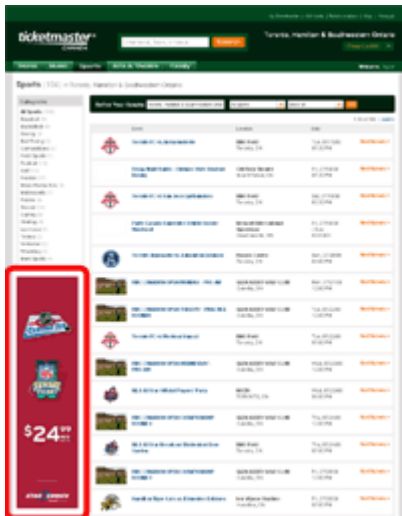
- Up to 35k file size, 2.2mb "polite" download
- Up to 30 seconds automatic; Unlimited during interaction
- Audio must be user-initiated on click only
- Must be 3rd party served

160x600 Standard Skyscraper

- 160x600 pixels
- 35k MAX file size / 3 loop limit
- Accepted media: .gif, .jpg, flash, rich media
- All Flash submission require back up .gif or .jpg
- 3rd party tags accepted, must be iframe format
- No JavaScript tags
- Flash must meet click tag specs
<http://www.adobe.com/>

Skyscraper

AD SIZE: 160 x 600



TARGET BY:

Region
Genre
keyword/search words

160x600 Expandable Skyscraper (expand right)

- Expand to max 320x600 pixels (expand right)
- Up to 35k initial load, 2.2mb "polite" download
- EXPANDABLE ONLY ON USER INTERACTION
- Must be expanding on click, retracting by using 'Close X' box
- Audio must be user-initiated on click only
- Must be 3rd party served; iframe 3rd part tags only
- Accepted 3rd party vendors for expanding media: Dart Motif, Klipmart, Pointroll, Eyeblander, Eyewonder, Adcentric, Eye Return
- No JavaScript tags

160x600 In-banner Video

- Up to 35k file size, 2.2mb "polite" download
- Up to 30 seconds automatic; Unlimited during interaction
- Audio must be user-initiated on click only
- Must be 3rd party served

300x250 Standard Big Box

- 300w x 250h pixels
- 35k max files size / 3 loop limit
- Accepted media: .gif, .jpg, flash, rich media
- All Flash submission require back up .gif or .jpg
- 3rd party tags accepted, must be IFRAME format
- No JavaScript tags
- Flash must meet click tag specs
<http://www.adobe.com/>

Big Box

AD SIZE: 300 x 250



300x250 Expandable Big Box (expand left)

- Expand to max 600x250 pixels (expand left)
- Up to 35k initial load, 2.2mb "polite" download
- EXPANDABLE ONLY ON USER INTERACTION
- Must be expanding on click, retracting by using 'Close X' box
- Audio must be user-initiated on click only
- Must be 3rd party served; iframe 3rd part tags only
- Accepted 3rd party vendors for expanding media: Dart Motif, Klipmart, Pointroll, Eyeblaster, Eyewonder, Adcentric, Eye Return
- No JavaScript tags

TARGET BY:

Region
Genre
Artist/Event (subject to availability)

300x250 In Banner Video

- 300w x 250h pixels
- Up to 35k file size, 2.2mb "polite" download
- Up to 30 seconds automatic; Unlimited during interaction
- Audio must be user-initiated on click only
- Must be 3rd party served

Hot Tickets

AD SIZE: 465 x 40



465x40 Hot Tickets Sponsor

- 465w x 40h pixels
- 15k maximum file size
- Accepted media: gif, jpg
- Ad must contain tag line, "Hot Tickets Sponsored By"
- 3rd party tags accepted, must be IFRAME format
- Javascript tags are not accepted
- NO ANIMATION, FLASH OR RICH MEDIA
- When users click on link in the TM Hot Tickets module, the ads on the resulting pages can carry the same advertiser/theme
- Please submit jpg or gif client logo along with hot tickets banner for sponsorship

TARGET BY:

Region
Genre

Guide Sponsorship Big Box

AD SIZE: 300 x 250



300x250 Big Box (Guide Sponsorship)

- 300w x 250h pixels
- 30k max file size / 3 loop limit
- Accepted media: gif, jpg, html, flash, rich media, video
- Flash submissions require a back up gif or jpg file
- 3rd party tags accepted, must be in IFRAME format
- JavaScript tags are not accepted
- All video ad units must be 3rd party served
- Up to 35k file size, 2.2mb "polite" download
- Up to 30 seconds automatic; Unlimited during interaction
- Audio must be user-initiated on click only

Confirmation Page Big Box

AD SIZE: 250 x 200



250x200 Big Box (Order Confirmation)

- 250w x 200h pixels
- 15k maximum file size / 3 loop limit
- Accepted media: gif,jpg
- NO FLASH OR RICH MEDIA
- NO 3rd party tags accepted
- Javascript tags are not accepted

TARGET BY:

Region
Genre
Venue

Confirmation Page Tile

AD SIZE: 180 x 100



180x100 Tile (Order Confirmation)

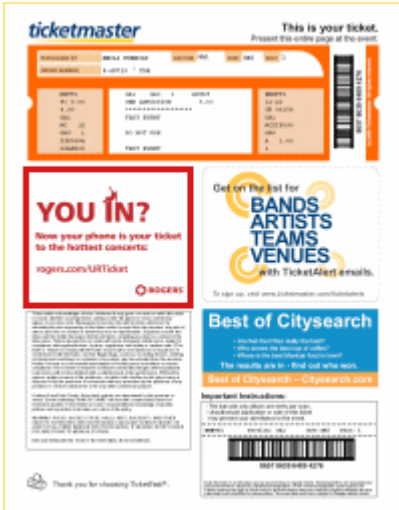
- 180w x 100h pixels
- 5k maximum file size / 3 loop limit
- Accepted media: gif,jpg
- NO FLASH OR RICH MEDIA
- NO 3rd party tags accepted
- Javascript tags are not accepted

TARGET BY:

Region
Genre
Venue

ticketFast Big Box

AD SIZE: 251 x 207



251x207 Big Box (ticketFast PDF)

- 251w x 207h pixels
- For complete ticketFast creative details, please [click here](#).

TARGET BY:

Region
Venue

ticketAlert Big Box

AD SIZE: 300 x 250



300x250 Big Box (TicketAlert Email)

- 300w x 250h pixels
- 15k maximum file size / 3 loop limit
- Accepted media: gif,jpg
- NO FLASH OR RICH MEDIA
- 3rd party image and click tags accepted
- No HTML, JavaScript or IFRAME tags accepted
- Please submit jpg or gif client logo along with big box for sponsorship

TARGET BY:

Region
Genre

FOR PRODUCTION INQUIRIES, PLEASE CONTACT HEILI FURNISS
e: heili.furniss@ticketmaster.ca t: 647.438.2236 f: 416.341.8711