



Online Specifications

Standard Online Banners (IAB standard)

- 728w x 90h leaderboard / 300w x 250h big box / 160w x 600h Skyscraper
- 35k MAX file size / 3 loop limit
- Accepted media: gif, jpg, flash, rich media
- All flash submissions require back up gif or jpg file
- 3rd party tags accepted
- Flash must meet click tag specs: <http://www.adobe.com/>

Expandable Online Banners (IAB standard)

- Leaderboard: expand down to max 728w x 360h pixels
- Big Box: expand left to max 600w x 250h pixels
- Skyscraper: expand right to max 320w x 600h pixels
- Up to 35k initial load, 2.2mb “polite” download
- EXPANDABLE ONLY UPON USER INTERACTION
- Must be expandable on click, retracting by using “Close X” box
- Audio must be user-initiated on click only
- Must be 3rd party served; iframe tags only

In Banner Video (IAB standard)

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

Accepted 3rd party vendors: Eyeblander, Eyereturn, Dart Motif, Klipmart, Pointroll, Eyewonder, Adcentric

ticketAlert Email Blast

- 300w x 250h pixels
- 35k MAX file size
- Accepted media: gif, jpg – NO FLASH OR RICH MEDIA
- Standard image and click tag only (no 3rd party tags)
- Send client logo in jpg or gif format for sponsorship section (TM to create unit) – sample:



Hot Tickets Sponsorship

- 465w x 40h pixels
- 15k MAX file size
- Accepted media: gif, jpg – NO FLASH OR RICH MEDIA
- Ad must include: HOT TICKETS SPONSORED BY on the left side of the unit – sample:



Confirmation Page

- 300w x 250h Big Box / 300w x 100h Tile
- 35 k / 20k MAX file size
- Accepted media: jpg, gif – NO FLASH OR RICH MEDIA
- Standard image and click tag only (no 3rd party tags)

ticketFast - PDF

- 251w x 201h pixels
- For complete ticketFast creative specs, please refer to “TicketFast Customization Guidelines.pdf”

Pushdown Banner

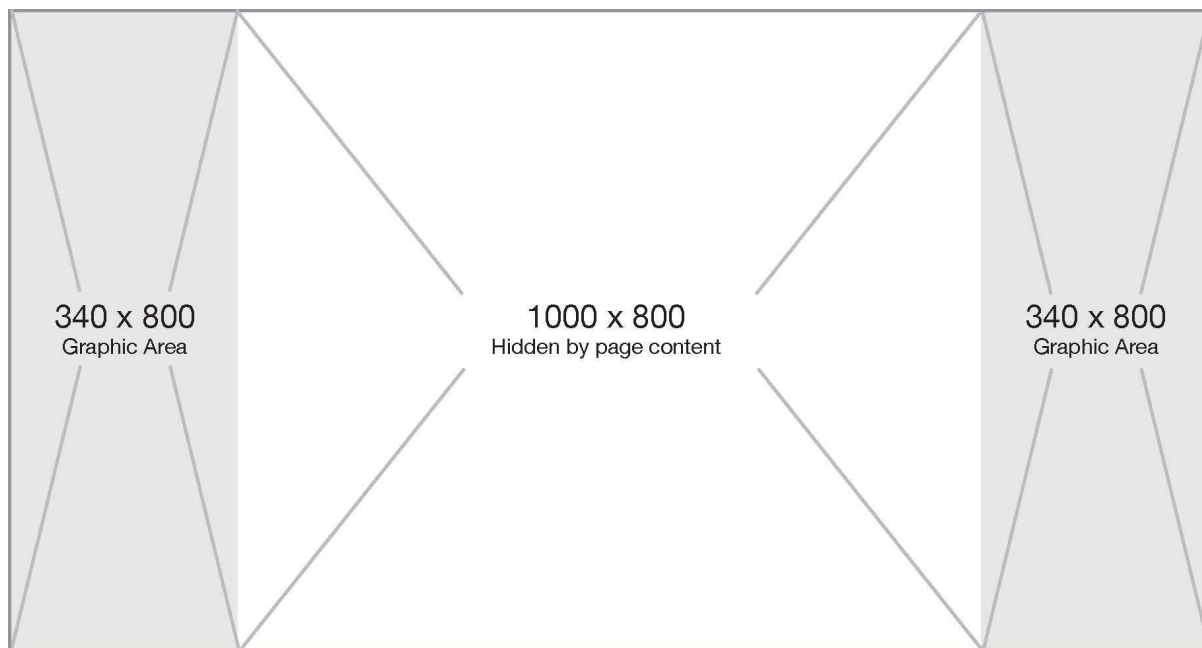
- 970w x 66h pixels - pushes down content expanding to a maximum 970x418.
- Maximum initial file size: 40k; Maximum polite file size: 160k
- Maximum expansion duration: Up to 7 seconds
- Maximum animation: Up to 7 seconds. If animation continues after collapse, the maximum time permitted is 10 seconds. Therefore, the total animation within the push down banner is 15 seconds.
- Frequency capping: One (1) host-initiated expansion per user every 24 hours.*
- Subsequent displays are user-initiated push-down banner replay by clicking*
- Audio: User-initiated
- Video: Host or user-initiated
- Border: 1 pixel black
- Close buttons: Top right corner (Prominent and obvious, preferably 11 pixels font size bold text and 4 pixel padding around the text).

*In order to properly cap the host-initiated portion of the expansion, if submitting one tag, the capping will need to be controlled by the vendor. Otherwise, the capping can be controlled by Ticketmaster as

long as two tags are provided, one for the host-initiated portion and one for the subsequent user initiation portion.

Wallpaper Skin

- 1680w x 800h pixels; however keep all copy within 1252x800 pixels (126x800 on each side)
- File format: Jpg, Gif, Png (no animation)
- 150k MAX file size
- Graphics that fade should fade to white; the page background colour will be white when ad is present
- Always use a solid colour for the hidden area; it will help reduce the file size
- **RECOMMENDATION: keep your core messaging within 1252x800 pixels (126x800 graphic areas on each side) as this is generally the factory setting for computer screens and will avoid your message being cut off if consumers have not changed their computer to a 1680x800 pixels view**



For all production inquiries, please contact Heili Furniss:

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