



Ticketmaster.ca Online Advertising Specifications - June 2004

Contact Information

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Summary of Ad Units

Unit Type	Dimensions	File Size	Page Placement
Leaderboard	728w X 90h	18k	Home & Section / Artist / Browse / Search / Venue / Event Detail
Big Box	250w X 250h	16k	Confirmation & ticketAlert Email only (no flash or html ads)
Skyscraper	120w X 600h	15k	Venue-Artist
Skyscraper	160w X 600h	15k	Artist / Browse / Search / Event Detail
Sponsor	180w X 40h	3k	All (except Confirmation)
<i>Special Units:</i>			
Special Unit 1	190w X 75h	5k	Artist / Venue-Artist
Special Unit 2	210w X 90h	6k	Event Detail / Confirmation
Special Unit 3	170w X 75h	5k	Event Detail / Confirmation
Special Unit 4	180w X 75h	5k	Event Detail / Confirmation
Popunders			Artist / Search / Browse ONLY

General Specifications & Restrictions

- Accepted media are gif, jpg, html, flash
- **Flash, html ads are not served on Order Confirmation pages or ticketAlert Email**
- For flash campaigns, advertiser or agency must supply swf, fla and gif (backup) files
- HTML Popunders are available only on Artist, Search and Browse pages. **No Popovers.**
- 3rd party delivery is accepted, but it must be IFRAME compatible
- Allow for 3 full business days of testing before ad flight deployment

Targeting

ROS	Run of Site (National)
Market	B.C. Lower Mainland & Vancouver Island B.C. Interior Edmonton & Northern Alberta Red Deer & Surrounding Area Calgary & Southern Alberta Saskatchewan Manitoba Hamilton-Niagara & SW Ontario Toronto & Central Ontario Ottawa-Gatineau & Eastern Ontario All of Canada
Major Category	Arts & Theatre Concerts Family Sports
Minor Category	Available upon request
Artist (Act Name)	Available upon request
Venue	Available upon request

Home & Section Pages

Position	Unit Type	Dimensions	File Size
1	Leader Board	728w X 90h	18k
2	Sponsor	180x X 40h	3k

Targeting Available: Market



Artist Pages

Position	Unit Type	Dimensions	File Size
1	Leader Board	728w X 90h	18k
2	Sponsor	180x X 40h	3k
3	Special Unit 1	190x X 75h	5k
4	Skyscraper	160w X 600h	15k
4	Skyscraper	120w X 600h	15k

Targeting Available: Market
 Major Event Category
 Minor (sub) Event Category
 Artist (Act Name)

The screenshot shows the Ticketmaster website for George Lopez. The page layout includes a top navigation bar, a main content area with event listings, and a sidebar with a registration form. Four red boxes with numbered callouts (1-4) highlight specific advertising opportunities:

- 1:** A horizontal banner at the top of the page, above the navigation bar, containing the 'Interactive Advertising Bureau' logo.
- 2:** A small rectangular banner located in the top right corner of the main content area, featuring the 'liveDaily' logo.
- 3:** A vertical banner on the left side of the page, positioned between the registration form and the event listings, with the text 'CHOOSE FROM OVER 500,000 SONGS' and 'Unlimited Streaming Get Napster Custom Radio'.
- 4:** A vertical banner on the right side of the page, positioned between the event listings and the sidebar, with the text 'Unlimited Streaming Get Napster Custom Radio'.

The event listings table below shows the following details:

Date	Time	Artist	Venue	City	Red Xcelite
Fri, 12/24/03	7:00 pm	George Lopez	Trane 13 Casino	Castroville, CA	Yes (248-700)
Fri, 12/24/03	10:00 pm	George Lopez	Trane 13 Casino	Castroville, CA	Yes (248-700)
Fri, 12/13/04	7:00 pm	George Lopez	Emerald Municipal Auditorium	Emeryville, CA	Yes (248-700)
Fri, 12/13/04	10:00 pm	George Lopez	Emerald Municipal Auditorium	Emeryville, CA	Yes (248-700)
Sat, 12/14/04	7:00 pm	George Lopez	Oakland Performing Arts Center	Oakland, CA	Yes (248-700)
Sat, 12/14/04	10:00 pm	George Lopez	Oakland Performing Arts Center	Oakland, CA	Yes (248-700)
Sun, 12/15/04	7:00 pm	George Lopez	State Matt Gardner	Fresno, CA	Yes (248-700)
Sat, 12/12/04	7:00 pm	George Lopez	Levi's Beach Theater	Long Beach, CA	Yes (248-700)
Sat, 12/21/03	8:00 pm	George Lopez	Endus Theatre	Phoenix, AZ	Yes (248-700)
Sat, 12/21/03	10:30 pm	George Lopez	Endus Theatre	Phoenix, AZ	Yes (248-700)
Sun, 12/28/03	7:00 pm	George Lopez	San Jose State Bayard Center Area	San Jose, CA	Yes (248-700)

Browse Pages

Position	Unit Type	Dimensions	File Size
1	Leader Board	728w X 90h	18k
2	Sponsor	180x X 40h	3k
3	Skyscraper	160w X 600h	15k
3	Skyscraper	120w X 600h	15k

Targeting Available: Market
Major Event Category
Minor (sub) Event Category

The screenshot displays the Ticketmaster.ca homepage with several key elements highlighted for advertising placement:

- Position 1:** A horizontal banner at the top of the page, labeled "Interactive Advertising Bureau".
- Position 2:** A search bar area located below the navigation menu, containing a search input field and a "Search" button.
- Position 3:** A vertical skyscraper advertisement on the left side of the page, featuring the Napster logo and the text "CHOOSE FROM OVER 500,000 SONGS".

The main content area shows a list of events for "Los Angeles & Surrounding Areas" with columns for date, time, event name, venue, and ticket availability.

Search Pages

Position	Unit Type	Dimensions	File Size
1	Leader Board	728w X 90h	18k
2	Sponsor	180x X 40h	3k
3	Skyscraper	160w X 600h	15k
3	Skyscraper	120w X 600h	15k

Targeting Available: Market
Keyword

The screenshot shows the Ticketmaster.ca search results page for the keyword 'Rock'. The page is annotated with three red boxes and numbers:

- 1**: A horizontal banner at the top for 'Interactive Advertising Bureau'.
- 2**: A navigation bar with categories like 'home', 'concerts', 'sports', 'arts & theater', and 'fans'.
- 3**: A vertical sidebar on the right containing a 'Save up to 25% on tickets' promotion and a 'Click here to start saving' button.

The main content area displays search results for 'Rock', including a list of venues and a list of events. The events list includes titles like 'Rock the Dicks', 'Rock the Dicks II', and 'Rock the Dicks III', along with their respective dates and locations.

Venue-Artist Pages

Position	Unit Type	Dimensions	File Size
1	Leader Board	728w X 90h	18k
2	Sponsor	180x X 40h	3k
3	Special Unit 1	190x X 75h	5k
4	Skyscraper	120w X 600h	15k

Targeting Available: Market
Venue
Artist (Act Name)

Use of this site is subject to express terms of use, which prohibit commercial use of this site. By continuing past this page, you agree to abide by these terms.

ticketmaster Help View Order History My Account International

Interactive Advertising Bureau

home concerts sports arts & theater family

Los Angeles & Surrounding Areas

Melissa Etheridge
at House of Blues Sunset Strip
Hollywood, CA

ticket alert
Email me in advance when tickets go on sale for:
 Melissa Etheridge
 Email me the monthly calendar for:
 House of Blues Sunset Strip
 Your E-mail Address:
 Your Zip Code:

 If you are under 13 years old you cannot provide us with any information about yourself. If you fill in this form, you represent that you are at least 13 years old.
[Ticketmaster Privacy Policy](#)

Showing 1 - 4 of 4 dates scheduled at House of Blues Sunset Strip in Hollywood.

Date	Time	Artist	Price Range
Tue, 02/13/04	7:00 pm	Melissa Etheridge	12/19/2003 10:00 am
Wed, 02/18/04	7:00 pm	Melissa Etheridge	12/19/2003 10:00 am
Thu, 02/19/04	7:00 pm	Melissa Etheridge	12/19/2003 10:00 am
Fri, 02/20/04	7:00 pm	Melissa Etheridge	12/19/2003 10:00 am
Tue, 02/17/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Wed, 02/18/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Thu, 02/19/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Fri, 02/20/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Tue, 02/17/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Wed, 02/18/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Thu, 02/19/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am
Fri, 02/20/04	7:08 pm	Melissa Etheridge	12/19/2003 10:00 am

Save up to 25% on tickets
Just by using the American Express® Card

Click here to save

AMERICAN EXPRESS TICKET SAVING OFFER

home concerts sports arts & theater family

Event Detail Pages (edp)

Position	Unit Type	Dimensions	File Size
1	Leader Board	728w X 90h	18k
2	Sponsor	180x X 40h	3k
3	Special Unit 2	210x X 90h	6k
4	Special Unit 3	170x X 75h	5k
5	Special Unit 4	180x X 75h	5k
6	Skyscraper	160w X 600h	15k
6	Skyscraper	120w X 600h	15k

Targeting Available: Market
 Major Event Category
 Minor (sub) Event Category
 Venue
 Artist (Act Name)

The screenshot shows the Ticketmaster website interface for the event "Low Angeles Lakers vs, Phoenix Suns" at the STAPLES Center in Los Angeles, CA, on Sun, Dec 23, 2003 at 7:00 PM. The page includes a navigation bar, event details, pricing, and a "look for tickets" section. Numbered callouts indicate the following areas:

- 1:** Interactive Advertising Bureau banner at the top.
- 2:** Navigation bar with tabs for home, concerts, sports, arts & theater, and fan.
- 3:** Event title and details section.
- 4:** "FREE SHIPPING! CLICK HERE" promotional banner.
- 5:** "Additional information" section.
- 6:** "look for tickets" section, including a search form and "TicketAlert" sign-up area.

Order Confirmation Pages

Position	Unit Type	Dimensions	File Size
1	Special Unit 3	170x X 75h	5k
2	Special Unit 2	210x X 90h	6k
3	Special Unit 4	180x X 75h	5k
4	Big Box	250w X 250h	16k

Targeting Available: Major Event Category
 Minor (sub) Event Category
 Venue
 Artist (Act Name)

The screenshot shows a Ticketmaster order confirmation page for an event in the United States. The page is divided into several sections. On the right side, four red boxes with numbers 1 through 4 are overlaid on the page:

- 1:** A large empty rectangular box, likely a placeholder for a main promotional image.
- 2:** A smaller rectangular box containing a 'CLEAR CHANNEL' logo.
- 3:** A rectangular box containing a 'getACCESS' logo.
- 4:** A large rectangular box containing a 'BEST BUY' advertisement for digital music.

The main content of the page includes a thank you message, order number 12-50508/P004, and a table of ticket details for the event 'Alvin - Test Events'.

Section	Row	Type	Ticket Price	Building Facility Charge	Convenience Charge	Description
ORCH F	3	Full Price Ticket	\$72.50	\$3.25	\$3.75	PRICE LEVEL 1 LOWER LEVEL ORCHESTRA FULL VIEW SEATING RESERVED SEATING

ticketAlert (marketing email)

Position	Unit Type	Dimensions	File Size
	1 Big Box	250x X 250h	16k

Targeting Available: Market

The screenshot displays a marketing email layout for Ticketmaster.ca. At the top, it says "ticketmaster Your weekly ticketAlert" and "Thu, 01/29/2004". A search bar is present with the text "Enter artist or team" and a "Search" button. The main content area is titled "Upcoming Events" and lists several events:

- Nickelback**: Pangroeth Saddledome, Calgary, AB, Wed, 03/17/04, On Sale Sat, 01/31/04
- Broken Social Scene**: Linwood Lounge, Edmonton, AB, Fri, 03/05/04, On Sale Tue, 01/27/04
- Leahy**: Jack Singer Concert Hall (50sq), Calgary, AB, Sun, 01/26/04, On Sale Mon, 01/02/04
- Eric Sirois - The Canadian Experience**: Festival Place, Sherwood Park, AB, Fri, 03/19/04, On Sale Thu, 01/29/04
- The Chickadees**: Festival Place, Sherwood Park, AB, Sat, 03/06/04, On Sale Sat, 02/01/04
- Paul Kelly**: Mount Royal College, Calgary, AB, Fri, 03/19/04, On Sale Thu, 01/29/04

A red box highlights a "CruisePlus.ca" advertisement for "ALASKA CARIBBEAN PANAMA CANAL HAWAII SOUTH AMERICA MEXICO EUROPE & MORE CRUISE DEALS aboard Holland of America" with the phone number "1.800.854.9664". A red circle with the number "1" is placed over the ad. Below the ad is a "Spotlight" section for "LiveDaily" and "Red Street Inn". At the bottom, there is a "Calendar of Events" section with a grid of dates from Jan 25 to Feb 28 and a legend for event types.