

 **TICKETEK**



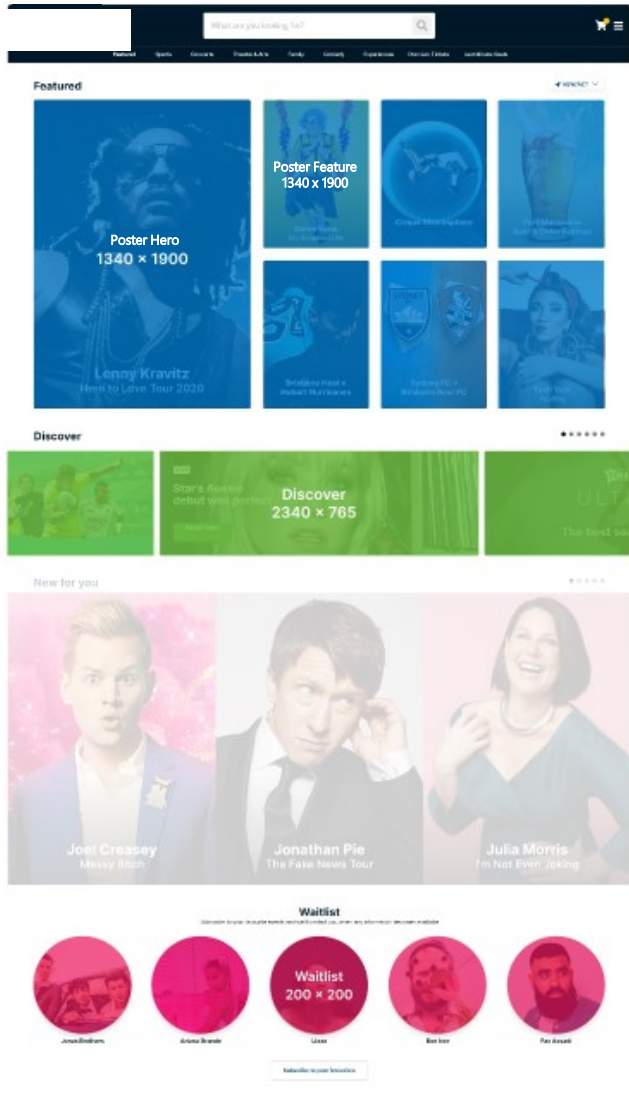
Consolidation of creative assets | Website

- Only one set of images need to be supplied and sizes will be scaled across mobile and desktop
- Bold, strong event images with limited text, logos and clutter perform best.

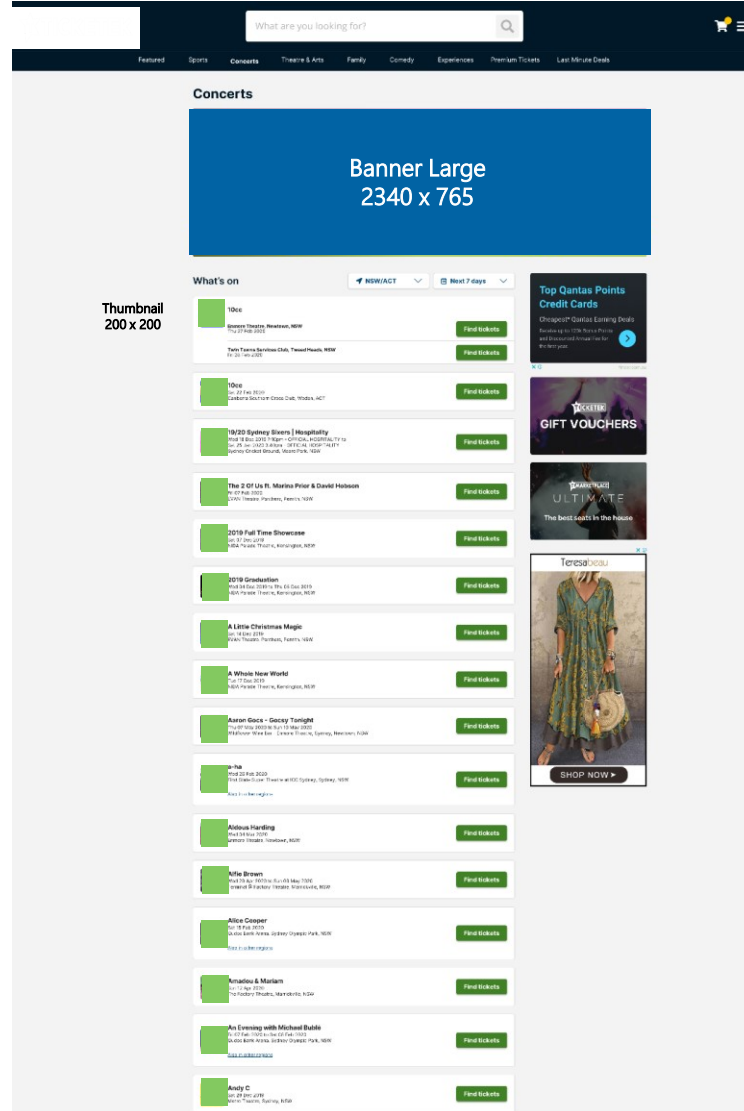
Image	Dimensions	Size	Placement	Description
Poster Hero	1340 x 1900	185kb	Homepage	High impact fixed hero position
Poster Featured				Six featured events at the top of the home page. Images are overlaid with the event title. The destination URL is the event page.
Discover	2340 x 765	150 kb		Editorial content is displayed in this module. Images are overlaid with title text. This will interlink with Ticketek Insider
Waitlist	600 x 600	65kb		Five wait list spots are available on the home page. The image is displayed circular however the source image must be square. The event title is displayed beneath the image. The destination URL is the wait list page.
Banner (Large)	2340 x 765	150kb	Genre Page	A single banner image is displayed at the top of the event page. The image now spans the width of the centre column content container. Images are overlaid with title text in bottom left corner
			Event Page	
			Calendar Page	
			Fixtures Page	
Banner (Small)	1050 x 520	95kb	Umbrella Page	Where two or more events are grouped on an event page, each individual event will display its own image.
			Mobile App	Homepage and native event page image on the mobile app
Thumbnail	200 x 200	15kb	Search	Search results are presented in list format, with a thumbnail image displayed alongside the event name, venue(s), date(s) and time(s)



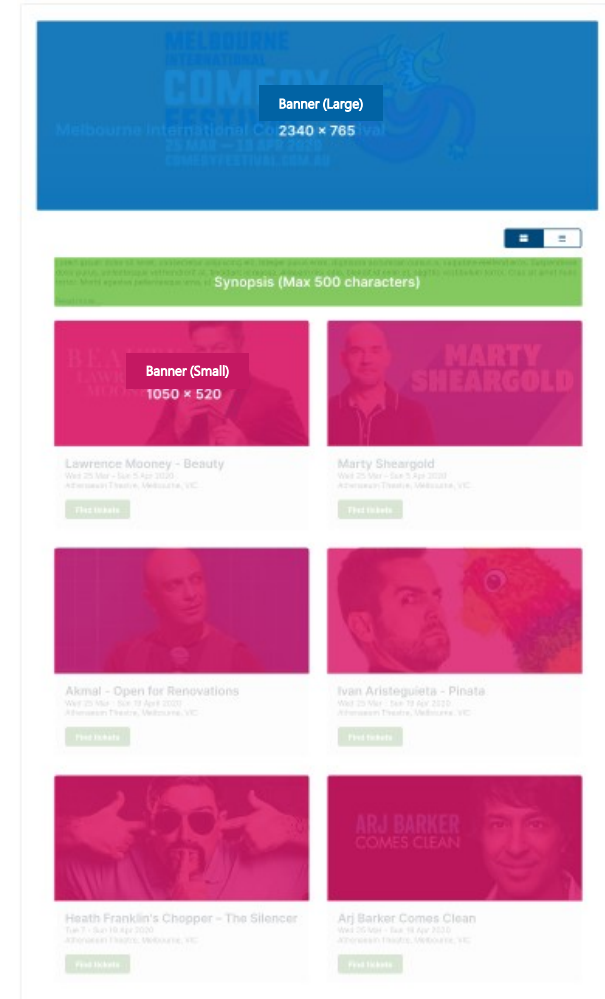
In situ examples



Homepage



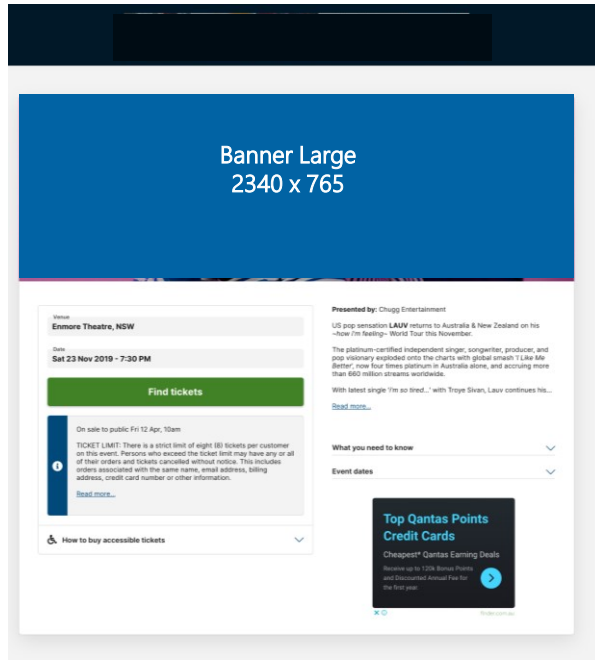
Genre Page



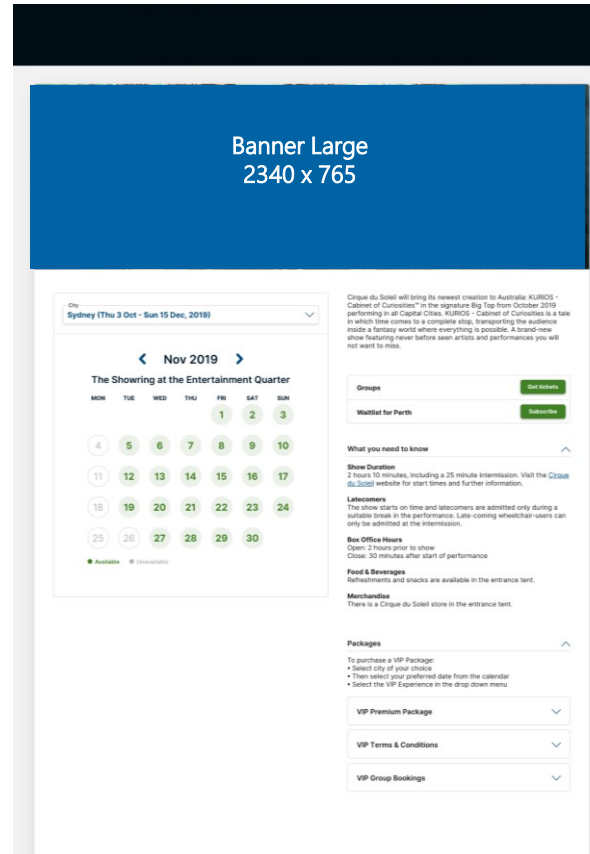
Umbrella Page



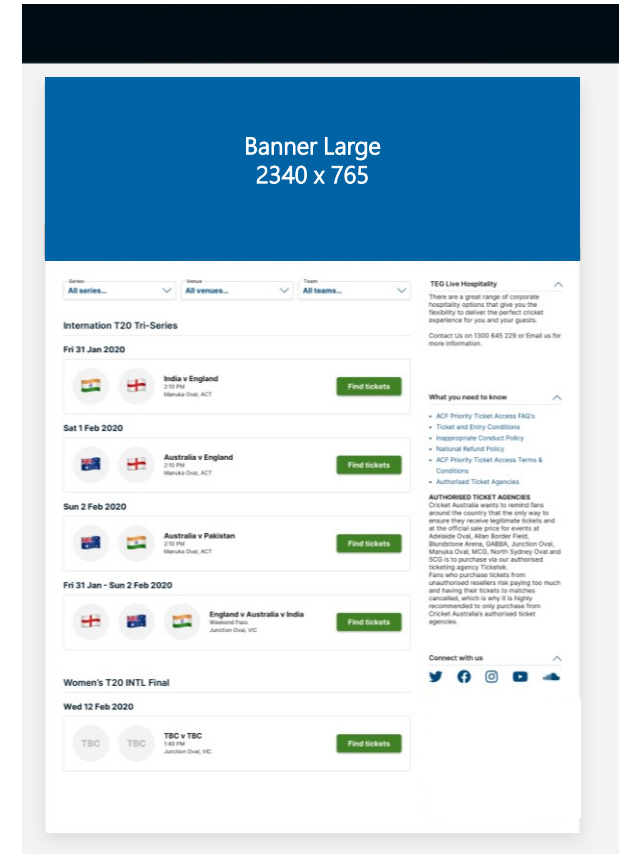
In situ examples



Event Page



Calendar Page



Fixtures Page



Consolidation of creative assets | Email

Image	Dimensions	Size	Placement
Poster Header	630px x 350px Safe 610px x 350px	50kb	Email Hero image
Editorial (large)	420px x 170px	30kb	Editorial: 2 column
Editorial (small)	300px x 170px	30kb	1. Editorial: 3 column 2. Editorial Summary: 3 column 3. Carousel 3 column 4. Carousel 2 column 5. Editorial: Feature
Carousel	300px x 250px Safe: 250px x 250px	30kb	1. Editorial: 2 column 2. Carousel 4 column 3. Carousel 3 column
Promo Panel	630px x 150px	50kb	



In situ examples

Open in a browser

WEEKLY EDIT - NSW/ ACT EDITION

CONCERTS SPORT THEATRE & ARTS FAMILY

WEEKLY EDIT - NSW/ ACT EDITION

Email Hero Image

Chloe, it's time to Cook, Eat, Repeat with Nigella Lawson

Don't miss this epic Semi-Final decider between The Kings and Melbourne United.

It's time to pack out the arena and get loud, Sydney!

With the series drawn at one all, The Kings need you now more than ever. It's all or nothing. Be there this Thursday night and help The Kings win this sudden death match.

Until next week...
The Ticketek Team

TRENDING NOW

Celebrate White Ladder!

Multi-platinum, multi-Brit and Grammy-nominated British singer-songwriter, **David Gray**, is bringing his *White Ladder: The 20th Anniversary Tour* to Brisbane this December, to celebrate the trailblazing album's 20-year anniversary. Get tickets now!

[Find out more >](#)

No job is too big, no pup is too small!

PAW Patrol Level "Race to the Rescue" Presented by Stan returns to Australia in April-May 2020 for an action-packed, high-energy, musical adventure! Tickets from \$29.90*. PAW Patrol. Stream now on Stan.

[Find out more >](#)

Simply the best!

To kick-off the 2020 **Premiership Season**, we're bringing back 'The Best', and celebrating moments that have defined the game over the last 30 years. Join us at a local fixture, and find out why Rugby League is still simply the best.

[Find out more >](#)

Editorial Summary: 3 column

READ: ARTIST OF THE WEEK

AMY SHARK

We dive into how Aussie artist Amy Shark shot to fame with her indie pop sound, our number one song of hers, and what she's been up to lately. If you are an Amy Shark lover, don't miss this read.

Read more

Editorial: 2 column (sml)

Carousel 2 column (16:9)

Carousel 2 column

Carousel 2 column

Title

Title

Carousel 3 column (4:3)

Carousel 3 column

Carousel 3 column

Carousel 3 column

Title

Title

Title



New Style Guidelines for Event Pages

Consistent and accessible event information across the website

Component	Details
About	First 500 characters of about event synopsis are displayed, and user can Read More to expand
Alert Message	<ul style="list-style-type: none">• Pre-sale dates/times• GP dates• Ticket Limits (quantity/package point of sale)
Important Information	<ul style="list-style-type: none">• Age restrictions/Licensing• Concession ticket requirements• Accessible Seating• Ticket delivery status (suppression)• Aisle Seating
Venue Entry Conditions	<ul style="list-style-type: none">• Venue COVID Safety Plan• Bag Restrictions
Group Bookings	<ul style="list-style-type: none">• Group Booking Information (section heading to be updated to reflect number of people group constitutes for the specific event so it is an easy visual for customers to identify)
Packages	<ul style="list-style-type: none">• Souvenir Tickets• Package Inclusions (option to add hyperlink to show package location on the map)
Event Dates	Performance dates & Venues
Running Times	Event day information <ul style="list-style-type: none">• Doors Open• Support• Main• Interval etc.

