

ticketmaster[®]




Advertising Specifications

Ad Unit	Size	Filesize & Format	Serving	Animation	Lead times
Leaderboard	728x90, 980x120, 930x180	100kb HTML 5 40kb static jpg/gif/ png	HTML 5 creatives must be 3 rd party served Static can be site or 3 rd party served	15 second maximum animation length	3 business days
MPU	300x250				
Skyscraper	120/160x600				
Half Page unit	300x600				
Billboard	970x250	200kb HTML 5 50kb static jpg/gif/ png			5 business days
Wallpaper	1680x800	150kb static jpg/gif/ png			

Ad Unit	Size	Filesize	Format	Lead times
Hot Tickets	465x40	8k	gif, jpg (no animation)	3 Business Days
Right Rail Sponsor	300x50	20k		
Merch Slot (Internal only)	300x100	20k		
Sponsorship logo	175x55	5k		
Left-hand well	175x150	20k		
Top Left Square	180x150	20k		

AMERICAN EXPRESS
invites*



THE FORMATION WORLD TOUR
BEYONCÉ
2016

STOCKHOLM FRIENDS ARENA
TISDAG 26 JULI

Realise the potential

THE FORMATION WORLD TOUR LEADERBOARD

STOCKHOLM FRIENDS ARENA TISDAG 26 JULI

TOPPEVENT GLOBALT BILJETTOMBUD HJÄLP BLI AFFILIATE KUNDSERVICE/FAQ MITT KONTO PRESENTKORT SÄLJ MED TICNET

ticketmaster®
ticnet

MUSIK TEATER & UNDERHÅLLNING SPORT VISA FLER

UTFORSKA Musik Alla datum VAR Alla orter OK

WILLIAM PRODUKTION OCH CAMMO PRODUKTION

BILLBOARD

MIKAEL PERSSONAUT
MARIE RICHARDSON
ELLEN JETINEX
CHARLOTTA JONSSON
JOHANNES DAN KIHNE H FL.
AV WILLIAM SHAKESPEARE
REGI STEFAN LARSSON
BILJETTER ITE NU
PREMIÖR 13 OKTOBER @MAXIMS

AMERICAN EXPRESS
invites*

THE FORMATION WORLD TOUR BEYONCÉ

TISDAG 26 JULI
FRIENDS ARENA STOCKHOLM

Boka nu

THE FORMATION WORLD TOUR

MPU

THE FORMATION WORLD TOUR

HPU

STOCKHOLM FRIENDS ARENA
TISDAG 26 JULI

Realise the potential

Partners

SJ
Köp din tågresä här!

Scandic
Boka hotell hos oss!

Facebook
Gilla Ticnet på Facebook!

Viking Line
Boka din kryssning här!

Aktuella evenemang

Datum	Evenemang
FEB 10 ONS	Backyard Babies Cirkus
FEB 11 TOR	VID PIANOT / LENA PHILIPSSON Skandiascenen, Cirkus Djurgården
FEB 12 FRE	The Real Group Linköping Konsert & Kongress
FEB 12 FRE	Larz-Kristerz - In Concert Konserthusatern
FEB 12 FRE	Petra Marklund Västerås Konserthus
FEB 12 FRE	Melodifestivalen 2016 genrep Malmö Arena
FEB 13 LÖR	1575 KONSERT MED DE GEERSYMNASIET MUSIK De Geerhallen
FEB 13 LÖR	The Spotnicks The Final Tour 2016 Östraboteatern
FEB 13 LÖR	Be Bop A Luba Uppsala Konsert & Kongress
FEB 13 LÖR	Darin Conventum Kongress
FEB 13 LÖR	Markus Krunegård Gävle Konserthus

WALL PAPER

SKY

BLIXTEN & CO & ROXY RECORDINGS PRESENTERAR:

vid pianot **Lena Philipsson**


JAG ÄR INGEN ÄLSKLING - EN SHOW PÅ CIRKUS
I REGI AV EMMA BUCHT

+++++


Lena Philipsson

Missa inte Lena Philipssons nya show "Jag är ingen älskling" på Cirkus! En varm, genuin och kärleksfull kväll fylld av sprudlande glädje, sväng och förtroliga samtal!


[KÖP BILJETT >](#)




Dödsdansen



Förklädet



Sven-Ingvars



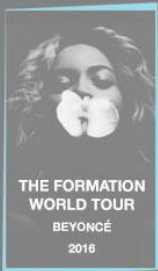
Summerburst 2016

WALL PAPER

Takeover
Guidelines

1680x800
JPG / GIF / PNG
150 kb max

AMERICAN
EXPRESS
invites*



Presale for
Cardmembers



Safe Area
150 x 600

Graphic Area
340 x 800

Hidden Area
1000 x 800

Place copy and logos within safe area

Realise
the
potential



American
Express
Invites®
Beyoncé
Presale for
Cardmembers

Presale tickets
available from
12pm Tue 9 Feb to
5pm Sat 13 Feb 2016.

General sale from
9am Tues 16
Feb 2016.*

*Terms and
Conditions apply.
Max 8 tickets



Safe Area
150 x 600

Graphic Area
340 x 800

Guidelines

HTML5 Guidelines

- ✓ All HTML5 creatives must be served through a third party, such as Sizmek or Doubleclick. Raw HTML5 files cannot be hosted.
- ✓ Third party tags must have areas to insert Cachebuster and Click macros.
- ✓ Animation should be limited to 15 seconds in length.
- ✓ Video should be streamed if not user-initiated.
- ✓ Tags must be SSL and SafeFrame compliant.
- ✓ HTML5 is not supported on Internet Explorer 8 or older versions. In these instances, a fallback image must be displayed to users.
- ✓ Libraries and assets such as jQuery, Greensock, Font files, CSS etc. cannot be hosted on shared domains and must be uploaded and served by the approved third party vendor.

Third-party Tags

Cache busting

Any adverts sent via Tags should be cache busted or allow a time stamp to be added to the third-party tags.

If not already added, instructions on implementation of the time stamp (and ideally click tracking) should be included with the tag.

If necessary Live Nation Entertainment is happy to liaise with a Third-party company to ensure that the time stamp functions correctly on the site

Performance

Any creative that delays load time or fails to appear on Live Nation's Network sites will be pulled immediately.

Third-party tags must serve a default GIF/JPG for browsers that do not support rich media, JavaScript.

Any creative not conforming to Live Nation's advertising specifications will not be placed online and will result in delayed start dates.

Testing

All creative is subject to testing and approval by Live Nation Entertainment

All creatives must function uniformly on both Mac and PC platforms as well as multiple browser versions of Chrome, Internet Explorer, Firefox and Safari. If the rich media creatives will not display properly in some browsers, a default GIF/JPG will be shown.

Approved third party vendors and server

Atlas
Bluestreak
Dart/Doubleclick
Dynamic Logic
Eyeblander
Eyewonder
Klipmart
Mediaplex
Pointroll
Unicast