

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)
Special Units:			
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
Leader Board 728w X 90h 18k
Sponsor 180x X 40h 3k

Targeting Available: Market

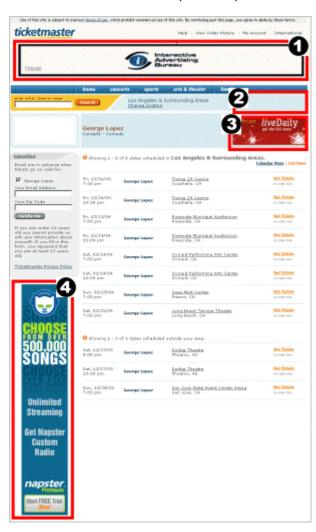


Artist Pages

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)



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
S Skyscraper	120w X 600h	15k

Targeting Available: Market

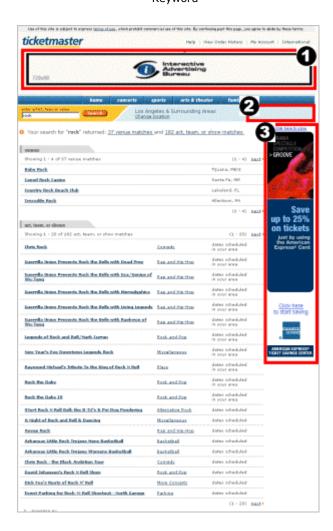
Major Event Category Minor (sub) Event Category



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

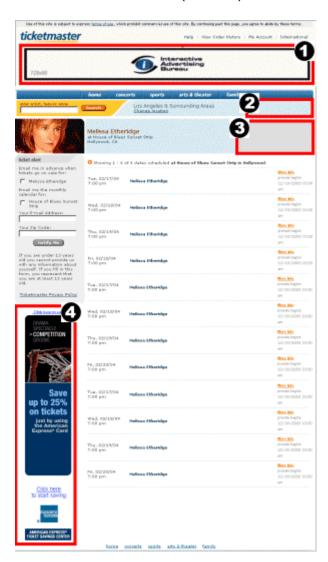


Venue-Artist Pages

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)



Event Detail Pages (edp)

Position Unit Type	Dimensions	File Size
1 Leader Board	728w X 90h	18k
2Sponsor	180x X 40h	3k
Special Unit 2	210x X 90h	6k
4Special 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)



Order Confirmation Pages

Position Unit Type	Dimensions	File Size
1 Special Unit 3	170x X 75h	5k
2Special Unit 2	210x X 90h	6k
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)



ticketAlert (marketing email)

Position Unit TypeDimensionsFile SizeBig Box250x X 250h16k

Targeting Available: Market

