



TICKETMASTER AND WEBSITE ASSETS **byp**



TICKETMASTER WEB 2426 X 1365



HOME PAGE 1920 X 1080



MOBILE APP 747 X 420

SCALED TO 20% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS **byp**



INSTAGRAM 1080X1080 (1X1 RATIO)



INSTAGRAM 1080X1350 (4X5 RATIO)

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

SCALED TO 30% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS **byp**



FACEBOOK 1200 X 630



TWITTER 800 X 419



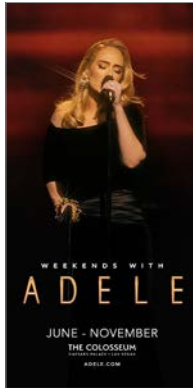
INSTAGRAM STORY 1080 X 1920 (6X19 RATIO)

SCALED TO 25% OF ACTUAL IMAGE

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

LOCALIZED PROGRAMMATIC BANNERS **byp**



300 X 600



180 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS **byp**



970 X 250



728 X 90



320 X 50

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PRINT ASSETS **byp**



POSTER 11 X 17

SCALED TO 40% OF ACTUAL IMAGE

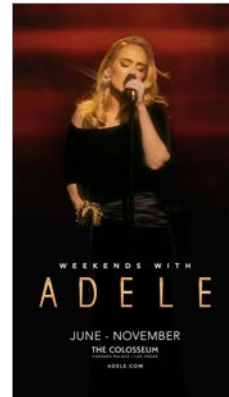
LOCALIZED OUTDOOR ASSETS **byp**



BILLBOARD 1400 X 400



OUTDOOR 1080 X 1080 (1X1 RATIO)



OUTDOOR 1920 X 1080 (9X16 RATIO)

LOCALIZED OUTDOOR & IN VENUE ASSETS **byp**



CONCERT VISION 1920 X 1080

ADMATS



HORIZONTAL

SCALED TO 40% OF ACTUAL IMAGE



VERTICAL

TICKETMASTER AND WEBSITE ASSETS



TICKETMASTER WEB 2426 X 1365



ARTIST IMAGE 305 X 225



HOME PAGE 1920 X 1080



MOBILE APP 747 X 420

SCALED TO 20% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS



Local Templates



INSTAGRAM 1080 X 1080 (1X1 RATIO)



INSTAGRAM 1080 X 1350 (4X5 RATIO)

SCALED TO 30% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS



FACEBOOK 1200 X 630



TWITTER 800 X 419



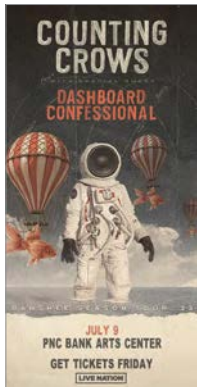
INSTAGRAM STORY 1080 X 1920 (6X19 RATIO)

SCALED TO 25% OF ACTUAL IMAGE

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

LOCALIZED PROGRAMMATIC BANNERS



300 X 600



160 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS



970 X 250



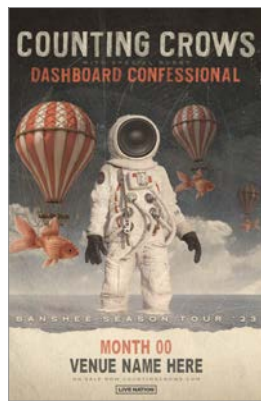
728 X 90



320 X 50

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PRINT ASSETS



POSTER 11 X 17

SCALED TO 40% OF ACTUAL IMAGE

LOCALIZED OUTDOOR ASSETS



BILLBOARD 1400 X 400



OUTDOOR 1080 X 1080 (1X1 RATIO)

SCALED TO 25% OF ACTUAL IMAGE



OUTDOOR 1920 X 1080 (9X16 RATIO)

VENUE ASSETS



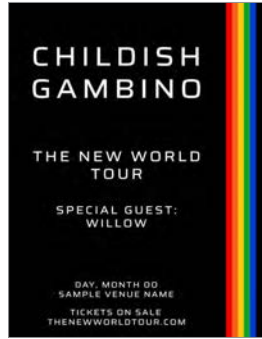
CONCERT VISION 1920 X 1080

SCALED TO 30% OF ACTUAL IMAGE

ADMATS



HORIZONTAL



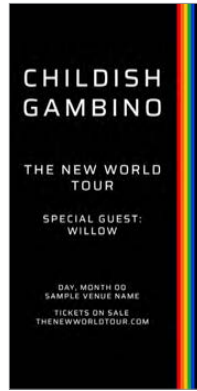
VERTICAL

SCALED TO 40% OF ACTUAL IMAGE

FONTS AND COLORS



FONTS



SAIRA EXPANDED-MEDIUM

COLORS



LOCALIZED SOCIAL MEDIA ASSETS



INSTAGRAM 1080 X 1080 (1X1 RATIO)



INSTAGRAM STORY 1080 X 1920 (6X19 RATIO)

SCALED TO 30% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS



WEB 1920 X 1080



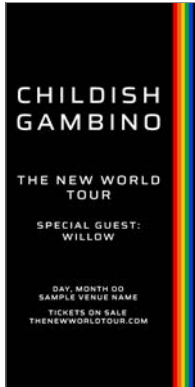
FACEBOOK 1200 X 630



TWITTER 800 X 419

SCALED TO 25% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS



300 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS



970 X 250



728 X 90



320 X 50

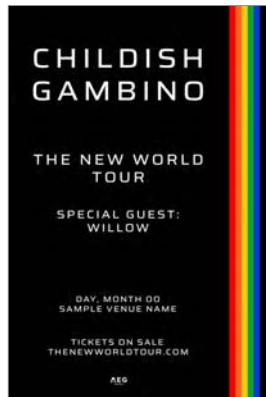
SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PRINT ASSETS



POSTER 11 X 17

SCALED TO 35% OF ACTUAL IMAGE



POSTER 24X36

SCALED TO 15% OF ACTUAL IMAGE

LOCALIZED OUTDOOR ASSETS



BILLBOARD 840 X 400

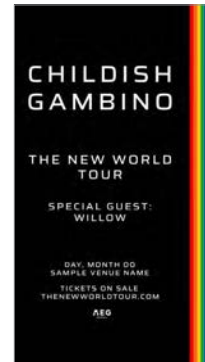


BILLBOARD 1200 X 1200 (1X1 RATIO)



BILLBOARD 1400 X 400

SCALED TO 25% OF ACTUAL IMAGE



OUTDOOR 1920 X 1080 (6X16 RATIO)

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1200 x 628 (Generic / FB Event Cover)



1200 x 1200 - Generic (1:1 ratio)

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1080 x 1350 - Generic (4:5 ratio)

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized



1080 x 1920 (9:16 ratio) - Localized

A * SCALED TO 30%

A * SCALED TO 30%

A * SCALED TO 30%

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 (16:9 ratio) - Localized



1080x 1350 (4:5 ratio) - Localized

DISPLAY BANNERS

- paid display and venue websites



A 300 x 600



300 x 250

* SCALED TO 80%

DISPLAY BANNERS

- paid display and venue websites



970 x 250



728 x 90



320 x 50

A * SCALED TO 80%

CMS / NEWSLETTER BANNERS

- venue and ticketing websites



564 x 564 - Art Only



678 x 399 - Art Only

134 x 79 - Artist logo

A * SCALED TO 70%

OUTDOOR



1400 x 400



1:1 ratio

A * SCALED TO 50%

IN-VENUE ASSETS



1920 x 1080 - Date



Ribbon Board (1762 x 30)

A * SCALED TO 25%

ADMAT



APPROVED 1X1



GENERIC SOCIALS

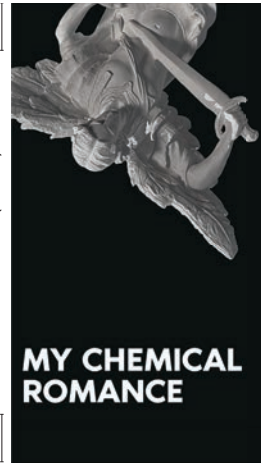
Keep clear for safety



Localized 1200x1200 (1:1 ratio)



Localized 1080x1920 (9:16 Ratio)

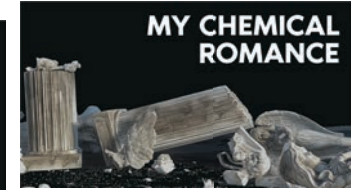


Keep clear for safety

GENERIC SOCIALS



Localized 1080x1350 (4:5 ratio)



Localized 1920x1080 (16:9 ratio)



Localized 1200x628



CMS / NEWSLETTER BANNERS



TM 2426x1365 (with safety)



564 x 564 - Art Only

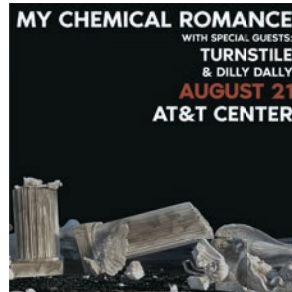


678 x 399 - Art Only



LOCALIZED SOCIALS

Keep clear for safety



Localized 1200x1200 (1:1 ratio)



Localized 1080x1920 (9:16 Ratio)



Keep clear for safety

LOCALIZED SOCIALS



Localized 1920x1080 (16:9 ratio)



Localized 1200x628



Localized 800x419



LOCALIZED BANNERS

*Presale and On Sale options available.



300x600



160x600

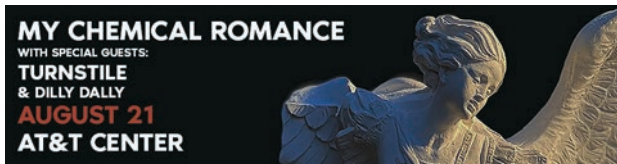


300x250



LOCALIZED BANNERS

*Presale and On Sale options available.



970x250



728x90



320x50

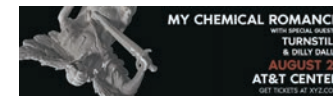


OUTDOOR

*Presale and On Sale options available.



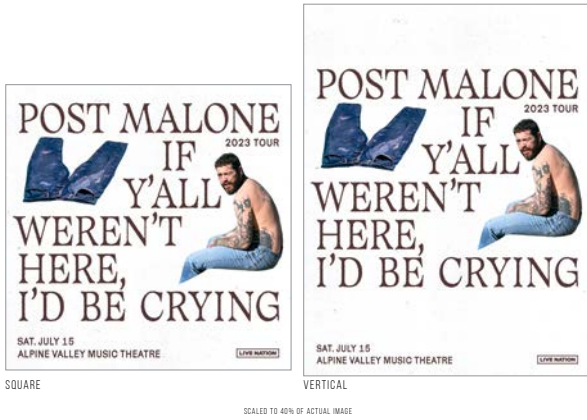
Localized 1920x1080 (16:9 ratio)



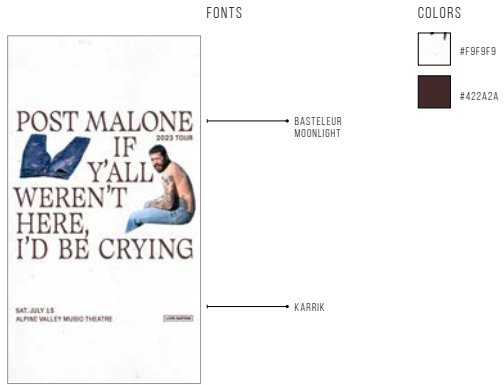
Localized 1400x400 (48x14 Billboards)



ADMATS



FONTS AND COLORS



LOCALIZED SOCIAL MEDIA ASSETS



LOCALIZED SOCIAL MEDIA ASSETS



LOCALIZED PROGRAMMATIC BANNERS



LOCALIZED PROGRAMMATIC BANNERS



LOCALIZED OUTDOOR ASSETS



GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



200 x 628 (Generic / FB Event Cover)



1200 x 1200 - Generic (1:1 ratio)

* SCALED TO 30%

GENERIC SOCIALS

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 - Generic (16:9 ratio)



1080 x 1920 (9:16 ratio) - Generic

Keep clear for overlay

* SCALED TO 30%

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized



1080 x 1920 (9:16 ratio) - Localized

Keep clear for overlay

* SCALED TO 30%

DISPLAY BANNERS

- paid display and venue websites



300 x 600



300 x 250

* SCALED TO 80%

DISPLAY BANNERS

- paid display and venue websites



970 x 250



728 x 90



320 x 50

* SCALED TO 80%

CMS / NEWSLETTER BANNERS

- venue and ticketing websites



564 x 564 - Art Only



678 x 399 - Art Only



134 x 79 - Artist logo

* SCALED TO 70%

OUTDOOR



16:9 ratio

Best Practices:
These outdoor assets will be viewed from a distance. DATE/VENUE size has been increased to help OOH visibility.



9:16 ratio

* SCALED TO 50%

OUTDOOR



1400 x 400



1:1 ratio

* SCALED TO 50%

IN-VENUE ASSETS



1920 x 1080 - Date



Ribbon Board (1762 x 30)

* SCALED TO 25%



ADMATS **byp**



SQUARE



VERTICAL

SCALED TO 40% OF ACTUAL IMAGE

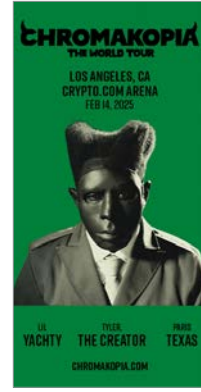
FONTS AND COLORS **byp**

FONTS

COLORS



————— RIFT SOFT - BOLD
————— RIFT SOFT - DEMI



CMS AND NEWSLETTER BANNERS **byp**



ARTIST LOGO 134 X 97



SCALED TO 30% OF ACTUAL IMAGE

GENERIC SOCIAL MEDIA ASSETS **byp**



INSTAGRAM 1080 X 1080 (1X1 RATIO)

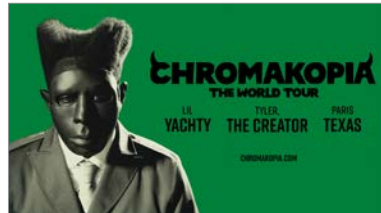


SCALED TO 30% OF ACTUAL IMAGE

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

GENERIC SOCIAL MEDIA ASSETS **byp**



WEB 1920 X 1080



FACEBOOK 1200 X 630



TWITTER 800 X 419

SCALED TO 25% OF ACTUAL IMAGE

GENERIC PROGRAMMATIC BANNERS **byp**



300 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE

GENERIC PROGRAMMATIC BANNERS **byp**



970 X 250



728 X 90



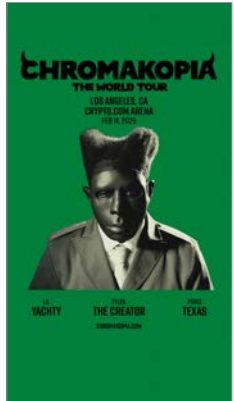
320 X 50

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS **byp**



INSTAGRAM 1080 X 1080 (1X1 RATIO)



INSTAGRAM STORY 1080 X 1920 (6X19 RATIO)

SCALED TO 30% OF ACTUAL IMAGE

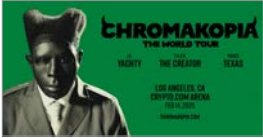
SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

LOCALIZED SOCIAL MEDIA ASSETS



WEB 1920 X 1080



FACEBOOK 1200 X 630



TWITTER 600 X 419

SCALED TO 25% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS



300 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS



970 X 250



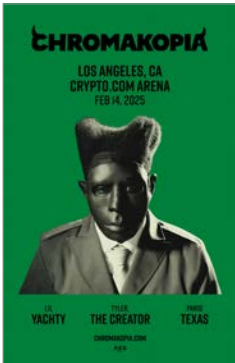
728 X 90



320 X 50

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PRINT ASSETS



POSTER 11 X 17

SCALED TO 35% OF ACTUAL IMAGE



POSTER 24X36

SCALED TO 15% OF ACTUAL IMAGE

LOCALIZED OUTDOOR ASSETS



OUTDOOR 840 X 400



OUTDOOR 1200 X 1200 (1X1 RATIO)



BILLBOARD 1400 X 400

SCALED TO 25% OF ACTUAL IMAGE



OUTDOOR 1920 X 1080 (9X16 RATIO)

VENUE ASSETS



VENUE BOARD 1920 X 1080

SCALED TO 30% OF ACTUAL IMAGE

APPROVED ADMAT

byp



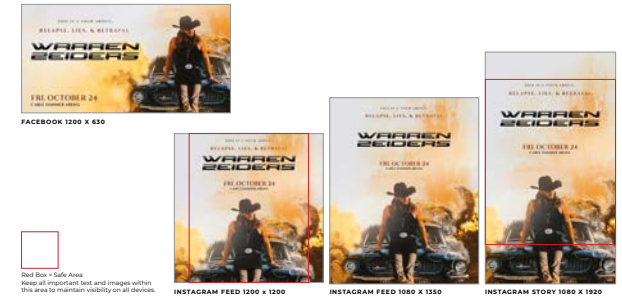
SOCIAL MEDIA | NATIONAL GENERIC

byp



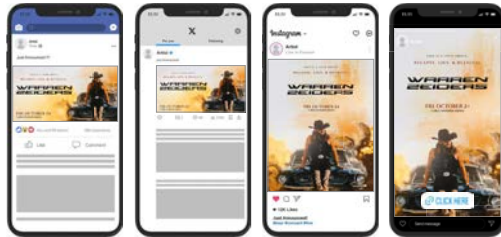
SOCIAL MEDIA | LOCAL TEMPLATES

byp



SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | NATIONAL GENERIC

byp



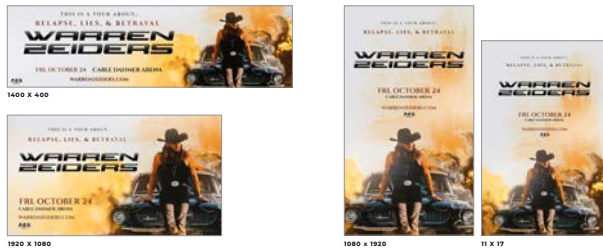
PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



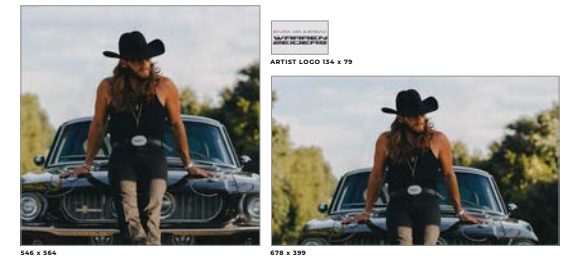
OUT OF HOME | MOCKUPS

byp



CMS | TICKETING

byp



GENERIC SOCIALS

Best Practices:

Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1200 x 628 (Generic / FB Event Cover)



1200 x 1200 - Generic (1:1 ratio)

* SCALED TO 30%

GENERIC SOCIALS

Best Practices:

Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1080 x 1350 - Generic (4:5 ratio)

* SCALED TO 30%

GENERIC SOCIALS

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



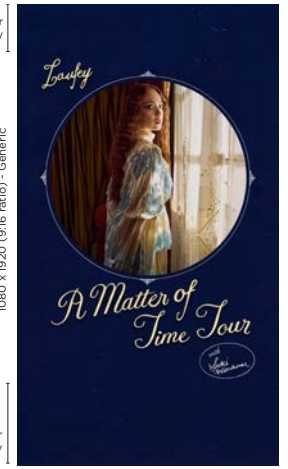
1920 x 1080 - Generic (16:9 ratio)

* SCALED TO 30%

Keep clear for overlay

1080 x 1920 (9:16 ratio) - Generic

Keep clear for overlay



LOCALIZED SOCIALS

- venues, regional promoter and radio socials

Keep clear for overlay

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)

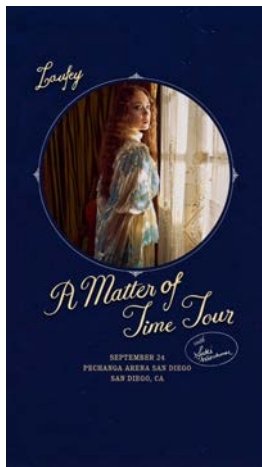


1200 x 1200 (1:1 ratio) - Localized

* SCALED TO 30%

1080 x 1920 (9:16 ratio) - Localized

Keep clear for overlay



LOCALIZED SOCIALS

- venues, regional promoter and radio socials



1920 x 1080 - Localized (16:9 ratio)



1200 x 628 (Localized / FB Event Cover)

* SCALED TO 30%

DISPLAY BANNERS

- paid display and venue websites



300 x 600

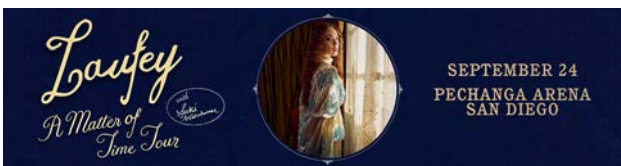


300 x 250

* SCALED TO 80%

DISPLAY BANNERS

- paid display and venue websites



970 x 250



728 x 90

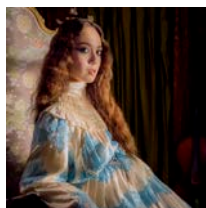


320 x 50

* SCALED TO 80%

CMS / NEWSLETTER BANNERS

- venue and ticketing websites



564 x 564 - Artist Photo



678 x 399 - Artist Photo



134 x 79 - Artist Logo

* SCALED TO 70%

OUTDOOR



16:9 ratio



9:16 ratio

* SCALED TO 50%

OUTDOOR



1400 x 400



1:1 ratio

* SCALED TO 50%

ADMATS



1x1



WEB SITE AND TM



Ticketmaster 2426x1365 (16:9 ratio with safety)



Web 305x225



Web 1920x1080 (16:9 ratio)



Web 747x420 (16:9 ratio)



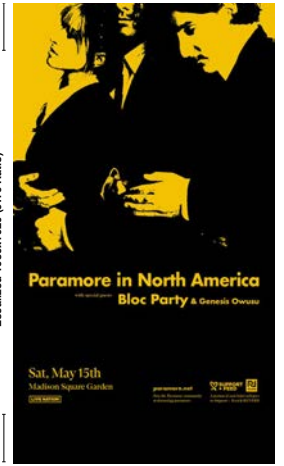
LOCALIZED SOCIALS



Localized 1080x1080 (1:1 ratio)

Keep clear for safety

Localized 1080x1920 (9:16 Ratio)



Keep clear for safety



LOCALIZED SOCIALS



Localized 1920x1080 (16:9 ratio)



Localized 1200x628



Localized 600x419



LOCALIZED BANNERS



300x600



160x600



300x250



LOCALIZED BANNERS



970x250



728x90



320x50

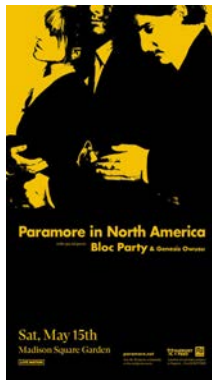
OUTDOOR



Localized 1080x1080



Localized 1400x400 (48x14 Billboards)



Localized 1080x1920 (9:16 Ratio)



IN VENUE ASSETS



Localized 1920x1080 (16:9 ratio)

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1200 x 628 (Generic / FB Event Cover)



1200 x 1200 - Generic (1:1 ratio)

A * SCALED TO 30%

GENERIC SOCIALS

Keep clear for overlay (Paid 250px)

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 - Generic (16:9 ratio)

1080 x 1920 (9:16 ratio) - Generic



Keep clear for overlay (Paid 340 px)

A * SCALED TO 30%

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

Keep clear for overlay (Paid 250px)

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized

1080 x 1920 (9:16 ratio) - Localized



A * SCALED TO 30%

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 (16:9 ratio) - Localized



1080x 1350 (4:5 ratio) - Localized

A * SCALED TO 30%

DISPLAY BANNERS

- paid display and venue websites



300 x 600



300 x 250

A * SCALED TO 80%

DISPLAY BANNERS

- paid display and venue websites



970 x 250



728 x 90



320 x 50

A * SCALED TO 80%

CMS / NEWSLETTER BANNERS

- venue and ticketing websites



564 x 564 - Art Only



678 x 399 - Art Only



134 x 79 - Artist logo

A * SCALED TO 70%

OUTDOOR



1400 x 400



1:1 ratio

A * SCALED TO 50%

IN-VENUE ASSETS



1920 x 1080 - Date

Ribbon Board (1762 x 30)

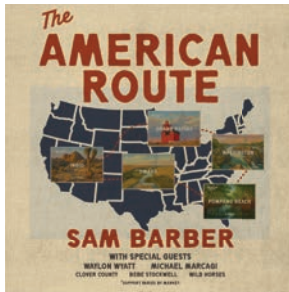
A * SCALED TO 25%

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1200 x 628 (Generic / FB Event Cover)



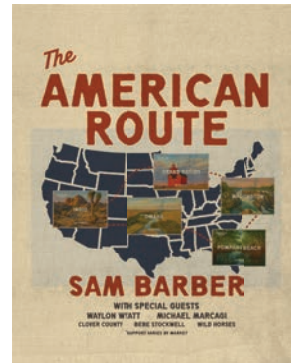
1200 x 1200 - Generic (1:1 ratio)

A

* SCALED TO 30%

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1080 x 1350 - Generic (4:5 ratio)

A

* SCALED TO 30%

GENERIC SOCIALS

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



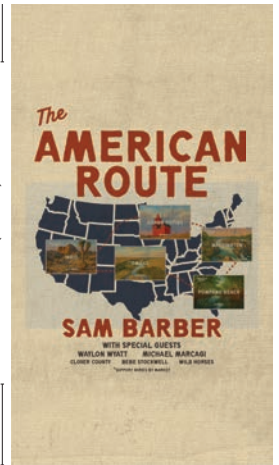
1920 x 1080 - Generic (16:9 ratio)

A

* SCALED TO 30%

Keep clear for overlay (Paid 250px)

1080 x 1920 (9:16 ratio) - Generic

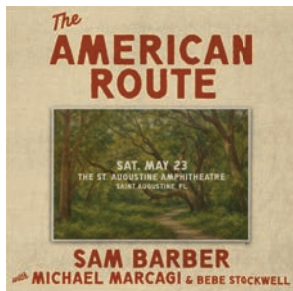


Keep clear for overlay (Paid 340 px)

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized

A

* SCALED TO 30%

Keep clear for overlay (Paid 250px)

1080 x 1920 (9:16 ratio) - Localized



LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 (16:9 ratio) - Localized

A

* SCALED TO 30%



1080x 1350 (4:5 ratio) - Localized

DISPLAY BANNERS

- paid display and venue websites



300 x 600



300 x 250

A

* SCALED TO 80%

DISPLAY BANNERS

- paid display and venue websites



970 x 250



728 x 90



320 x 50

A

* SCALED TO 80%

CMS / NEWSLETTER BANNERS

- venue and ticketing websites



564 x 564 - Art Only



678 x 399 - Art Only



134 x 79 - Artist logo

A

* SCALED TO 70%

OUTDOOR



1400 x 400

A

* SCALED TO 50%

1:1 ratio





SQUARE

SCALED TO 50% OF ACTUAL IMAGE



HORIZONTAL

SCALED TO 40% OF ACTUAL IMAGE



VERTICAL



INSTAGRAM 1080X1080 (1X1 RATIO)

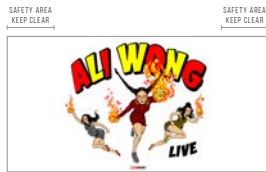


INSTAGRAM 1080X1350 (4X5 RATIO)

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR

SCALED TO 30% OF ACTUAL IMAGE



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 419

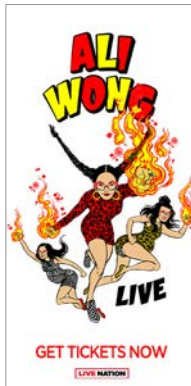


INSTAGRAM STORY 1080X1920 (9X16 RATIO)

SCALED TO 25% OF ACTUAL IMAGE

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR



300 X 600



160 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE



970 X 250



728 X 90



320 X 50

SCALED TO 80% OF ACTUAL IMAGE



FACEBOOK 1200 X 630



TWITTER 800 X 419



INSTAGRAM STORY 1080 X 1920 (9X16 RATIO)

SCALED TO 25% OF ACTUAL IMAGE

SAFETY AREA
KEEP CLEAR

SAFETY AREA
KEEP CLEAR



300 X 600



160 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE



970 X 250



728 X 90



320 X 50

SCALED TO 80% OF ACTUAL IMAGE

ADMATS



HORIZONTAL



VERTICAL



GENERIC SOCIALS

*Options for with and without Lilith built in to templates

KEEP CLEAR FOR SAFETY



GENERIC 1080x1080 (1:1 RATIO)



KEEP CLEAR FOR SAFETY

GENERIC 1080x1920 (9:16 RATIO)



GENERIC SOCIALS

*Options for with and without Lilith built in to templates



GENERIC 1920x1080 (16:9 RATIO)



GENERIC 1200x628 (FB SAFETY AREA)



GENERIC 800x419



GENERIC SOCIALS

*Options for with and without Lilith built in to templates

KEEP CLEAR FOR SAFETY



GENERIC 1080x1350

KEEP CLEAR FOR SAFETY



PRINT

*Options for with and without Lilith built in to templates



Localized 11x17



LOCALIZED SOCIALS

*Options for with and without Lilith built in to templates

KEEP CLEAR FOR SAFETY



LOCALIZED 1080x1080



KEEP CLEAR FOR SAFETY

LOCALIZED 1080x1920 (9:16 RATIO)



LOCALIZED SOCIALS

*Options for with and without Lilith built in to templates



LOCALIZED 1920x1080 (16:9 RATIO)



LOCALIZED 1200x628 (FB SAFETY AREA)



LOCALIZED 800x419



LOCALIZED BANNERS

*Options for with and without Lilith built in to templates



300x600



160x600



300x250 - V1



300x250 - V2



LOCALIZED BANNERS

*Options for with and without Lilith built in to templates



970x250



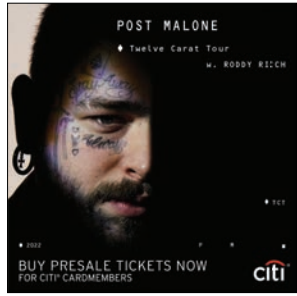
728x90



320x50



CITI SOCIALS



Generic 1080x1080 (1:1 ratio)



Keep clear for safety



Generic 1080x1920 (6:16 Ratio)

Keep clear for safety

CITI SOCIALS



Generic 1920x1080 (16:9 ratio)



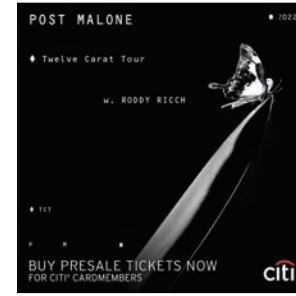
Generic 1200x628 (FB Safety Guidelines)



Generic 800x419



CITI SOCIALS



Generic 1080x1080 (1:1 ratio)



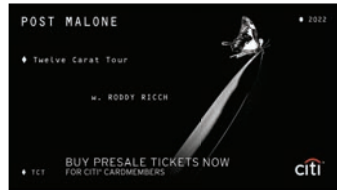
Keep clear for safety



Generic 1080x1920 (6:16 Ratio)

Keep clear for safety

CITI SOCIALS



Generic 1920x1080 (16:9 ratio)



Generic 1200x628 (FB Safety Guidelines)



Generic 800x419



CITI SOCIALS



Generic 1080x1080 (1:1 ratio)



Keep clear for safety



Generic 1080x1920 (6:16 Ratio)

Keep clear for safety

CITI SOCIALS



Generic 1920x1080 (16:9 ratio)



Generic 1200x628 (FB Safety Guidelines)



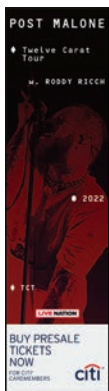
Generic 800x419



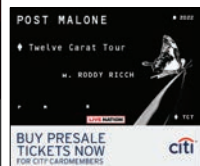
GENERIC CITI BANNERS



300x600



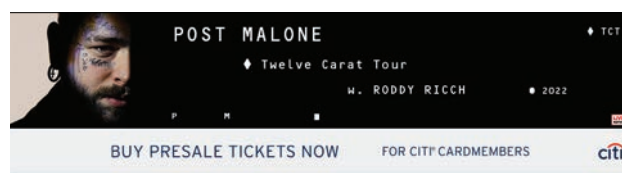
300x600



300x250



GENERIC CITI BANNERS



970x250



728x90



320x50

LOCALIZED CITI BANNERS



300x600



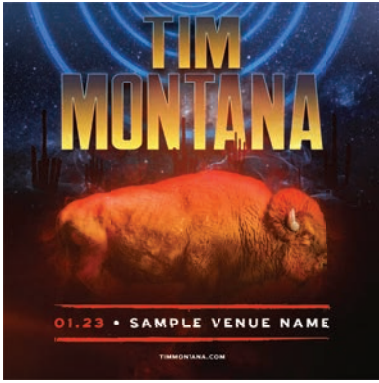
300x600



300x250



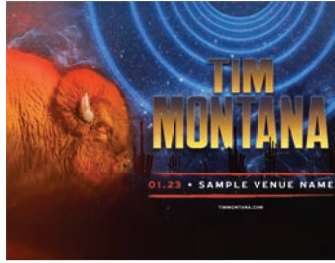
ADMATS



1X1



ADMATS



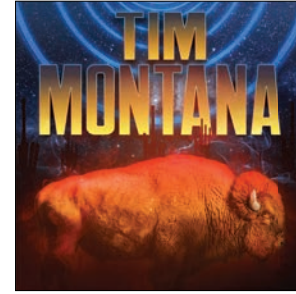
HORIZONTAL



VERTICAL



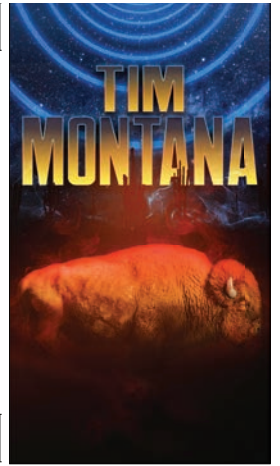
GENERIC SOCIALS



Generic 1200x1200 (1:1 ratio)



Keep clear for safety



Generic 1080x1920 (9:16 Ratio)

Keep clear for safety

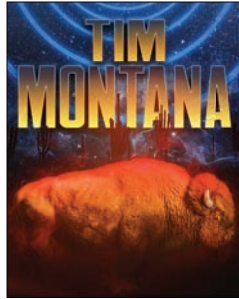
GENERIC SOCIALS



Generic 1920x1080 (16:9 ratio)



Generic 1200x628



Generic 1080x1350 (4:5 Ratio)



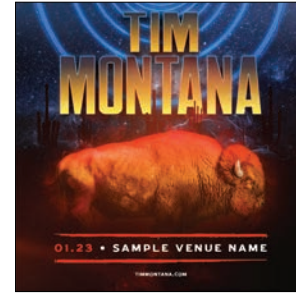
PRINT



LOCALIZED 11X17



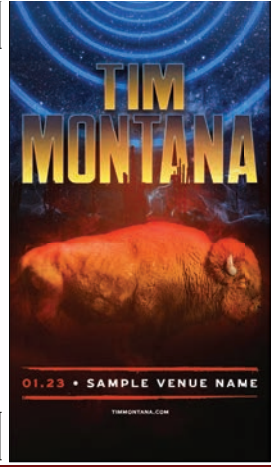
LOCALIZED SOCIALS



Localized 1200x1200 (1:1 ratio)



Keep clear for safety



Localized 1080x1920 (9:16 Ratio)

Keep clear for safety

LOCALIZED SOCIALS



Localized 1920x1080 (16:9 ratio)



Localized 1200x628



Localized 800x419



LOCALIZED BANNERS



300x600



300x600



300x250



LOCALIZED BANNERS



970x250



728x90v1



728x90v2



320x50

ORIGINAL ADMAT

byp



HORIZONTAL ADMAT 1 (16:9)



HORIZONTAL ADMAT 2 (1:400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

NATIONAL ASSETS / SOCIAL

byp



FACEBOOK COVER IMAGE 1200 X 630

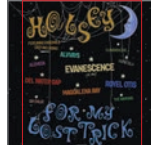


TWITTER 600 X 410



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, we should be mindful on these assets. This will keep them from being flagged by social platforms and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1550



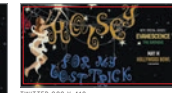
INSTAGRAM STORY 1080X1920

LOCALIZED EXAMPLES / SOCIAL

byp



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 410



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, we should be mindful on these assets. This will keep them from being flagged by social platforms and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1550



INSTAGRAM STORY 1080X1920

LOCALIZED EXAMPLES / DISPLAY

byp



160 X 600



300 X 600



810 X 250



728 X 90



300 X 250

NATIONAL ASSETS / WEBSITE

byp



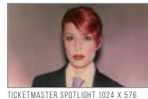
HOME PAGE 1920 X 1080



ARTIST IMAGE 305 X 225



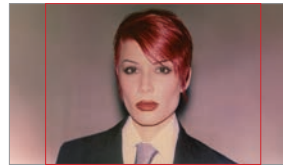
MOBILE APP 747 X 720



TICKETMASTER SPOTLIGHT 1024 X 576



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.



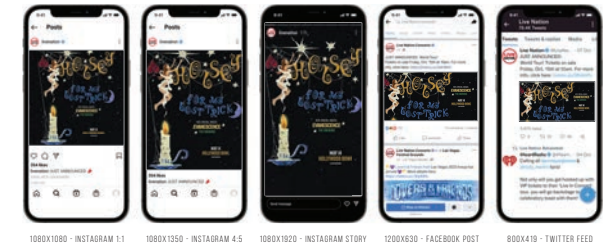
TICKETMASTER.COM 2426 X 1365



MASHEAD SPOTLIGHT 1440 X 450

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



1080X1080 - INSTAGRAM 1:1

1080X1350 - INSTAGRAM 4:5

1080X1920 - INSTAGRAM STORY

1200X630 - FACEBOOK POST

800X410 - TWITTER FEED

MOCKUPS / PROGRAMMATIC BANNERS

byp



MOCKUPS / LIVENATION.COM & TICKETMASTER.COM

byp



747X420 - LN MOBILE/APP



1920X1080 - LN HOMEPAGE CAROUSEL



2426X1365 - TICKETMASTER ARTIST IMAGE

MOCKUPS / OUT OF HOME

byp



GENERIC SOCIALS

Best Practices:

Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1200 x 628 (Generic / FB Event Cover)



1200 x 1200 - Generic (1:1 ratio)

* SCALED TO 30%

GENERIC SOCIALS

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 - Generic (16:9 ratio)

1080 x 1920 (9:16 ratio) - Generic

Keep clear for overlay

* SCALED TO 30%

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized

1080 x 1920 (9:16 ratio) - Localized

Keep clear for overlay

* SCALED TO 30%

LOCALIZED SOCIALS

- venues, regional promoter and radio socials



1920 x 1080 - Localized (16:9 ratio)



1200 x 628 (Localized / FB Event Cover)

* SCALED TO 30%

DISPLAY BANNERS - paid display and venue websites



300 x 600



300 x 250

* SCALED TO 80%

DISPLAY BANNERS - paid display and venue websites



970 x 250



728 x 90



320 x 50

* SCALED TO 80%

CMS / NEWSLETTER BANNERS - venue and ticketing websites



564 x 564 - Art Only



678 x 399 - Art Only



134 x 79 - Artist Logo

* SCALED TO 70%

OUTDOOR



16:9 ratio



9:16 ratio

* SCALED TO 50%

OUTDOOR



1400 x 400

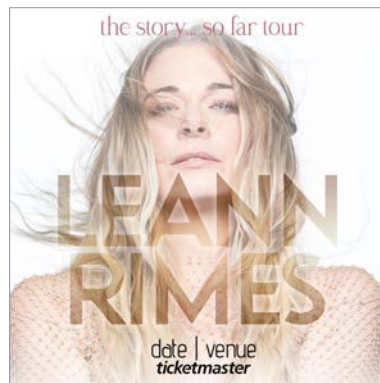


1:1 ratio

* SCALED TO 50%



ADMATS **byp**



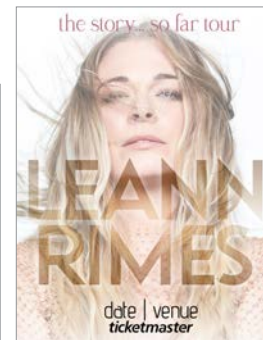
SQUARE

SCALED TO 50% OF ACTUAL IMAGE

ADMATS **byp**



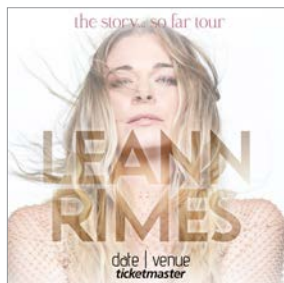
VERTICAL



HORIZONTAL

SCALED TO 40% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS **byp**



INSTAGRAM 1080 X 1080 (1X1 RATIO)



INSTAGRAM STORY 1080 X 1920 (6X19 RATIO)

SCALED TO 30% OF ACTUAL IMAGE

LOCALIZED SOCIAL MEDIA ASSETS **byp**



FACEBOOK 1200 X 630



TWITTER 800 X 419

SCALED TO 25% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS **byp**



300 X 600



160 X 600



300 X 250

SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PROGRAMMATIC BANNERS **byp**



970 X 250



728 X 90



320 X 50

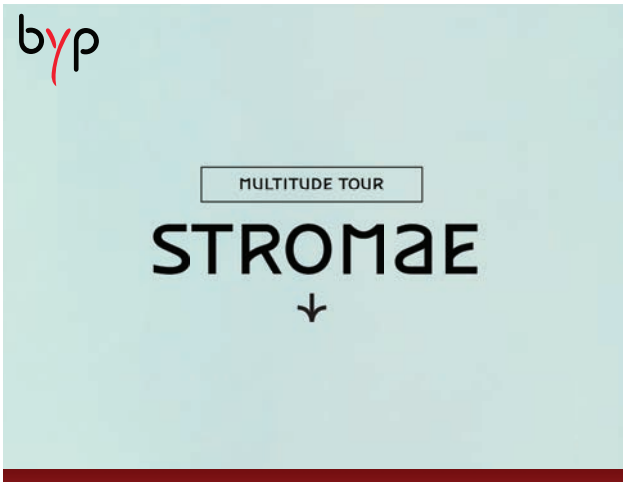
SCALED TO 80% OF ACTUAL IMAGE

LOCALIZED PRINT ASSETS **byp**



POSTER 11 X 17

SCALED TO 40% OF ACTUAL IMAGE



GENERIC SOCIALS

Keep clear for safety



Generic 1200x1200 (1:1 ratio)

Generic 1080x1920 (9:16 Ratio)



GENERIC SOCIALS



Generic 1920x1080 (16:9 ratio)



Generic 1080x1350 (4:5 ratio)



Keep clear for safety



PRINT



Localized 11x17

LOCALIZED SOCIALS - VENUES, REGIONAL PROMOTER AND RADIO SOCIALS

Keep clear for safety



Localized 1200x1200 (1:1 ratio)

Localized 1080x1920 (9:16 ratio)



LOCALIZED SOCIALS - VENUES, REGIONAL PROMOTER AND RADIO SOCIALS



Localized 1080x1350 (4:5 ratio)



Localized 1920x1080 (16:9 ratio)



Keep clear for safety



BANNERS - PAID DISPLAY AND VENUE WEBSITES



300x600



300x250

BANNERS - PAID DISPLAY AND VENUE WEBSITES



970x250



728x90



320x50



OUTDOOR



1920x1080



1400x400



Localized 1080x1920 (9:16 ratio)

ADMATS



1X1



LOCALIZED SOCIALS

Keep clear for safety

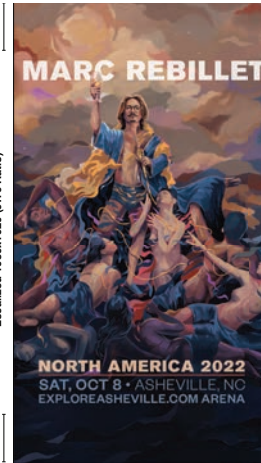


Localized 1200x1200 (1:1 ratio)



Localized 1080x1920 (9:16 Ratio)

Keep clear for safety



LOCALIZED SOCIALS



Localized 1920x1080 (16:9 ratio)



Localized 1200x628



Localized 800x419



LOCALIZED BANNERS



300x600



300x600



300x250



LOCALIZED BANNERS



970x250



728x90



320x50

ADMATS (CLEAN)



1X1



LOCALIZED SOCIALS (CLEAN)

Keep clear for safety



Localized 1200x1200 (1:1 ratio)



Keep clear for safety

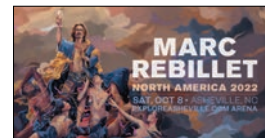
Localized 1080x1920 (9:16 Ratio)



LOCALIZED SOCIALS (CLEAN)



Localized 1920x1080 (16:9 ratio)



Localized 1200x628



Localized 800x419

LOCALIZED BANNERS (CLEAN)



300x600



300x600



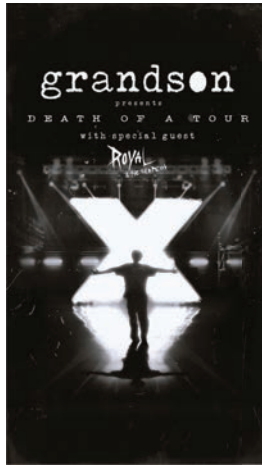
GENERIC SOCIALS

Keep clear for safety



Generic 1080x1080 (1:1 ratio)

Generic 1080x1920 (9:16 Ratio)



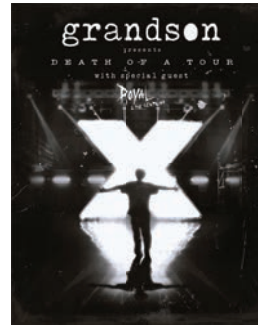
Keep clear for safety

byp

GENERIC SOCIALS



Generic 1920x1080 (16:9 ratio)



Generic 1080x1350 (4:5 ratio)

byp

LOCALIZED SOCIALS

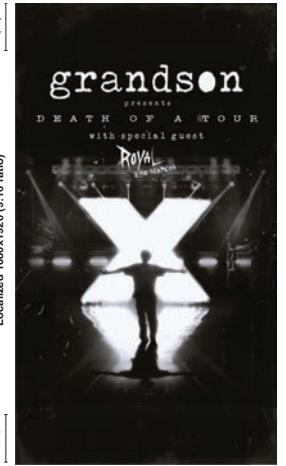
- venues, regional promoter and radio socials

Keep clear for safety



Localized 1080x1080 (1:1 ratio)

Localized 1080x1920 (9:16 ratio)



Keep clear for safety

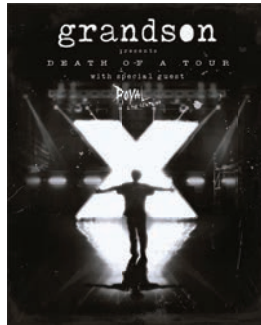
byp

LOCALIZED SOCIALS

- venues, regional promoter and radio socials



Localized 1920x1080 (16:9 ratio)



Localized 1080x1350 (4:5 ratio)

byp

BANNERS

- paid display and venue websites



300x600



300x250

BANNERS

- paid display and venue websites



970x250



728x90



320x50

byp

PRINT



Localized 4x6



Localized 11x17

byp

PAID SOCIALS



1200 x 1200 - Generic (1:1 ratio)

Keep clear for overlay

1080 x 1920 (9:16 ratio) - Generic



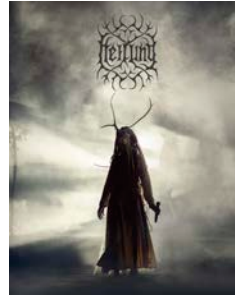
Keep clear for overlay

* SCALED TO 30%

PAID SOCIALS



1920x1080 - Generic



1080x1350 (4:5 ratio) - Generic

* SCALED TO 30%

ORGANIC SOCIALS

- VENUE, REGIONAL PROMOTER AND RADIO SOCIALS

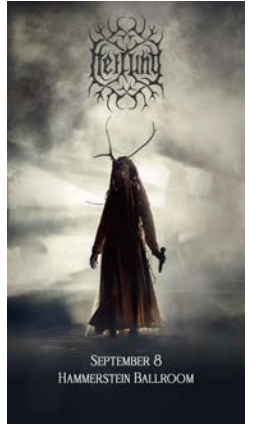
If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized

Keep clear for overlay

1080 x 1920 (9:16 ratio) - Localized



Keep clear for overlay

* SCALED TO 30%

ORGANIC SOCIALS

- VENUE, REGIONAL PROMOTER AND RADIO SOCIALS



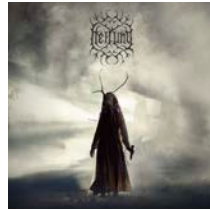
1920x1080 - Localized



1080x1350 (4:5 ratio) - Localized

* SCALED TO 30%

CMS / NEWSLETTER BANNERS - VENUE AND TICKETING WEBSITES



564 x 564 - Art Only



678 x 399 - Art Only



134 x 79 - Artist logo

* SCALED TO 70%

BANNERS - PAID DISPLAY AND VENUE WEBSITES



300 x 600



300 x 250

* SCALED TO 80%

BANNERS - PAID DISPLAY AND VENUE WEBSITES



970 x 250



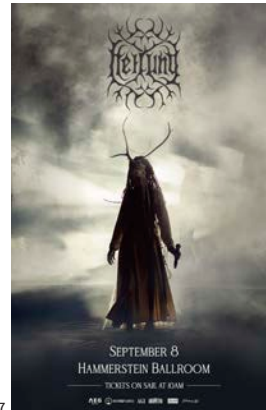
728 x 90



320 x 50

* SCALED TO 80%

PRINT



11x17

* SCALED TO 90%

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1200 x 628 (Generic / FB Event Cover)



1200 x 1200 - Generic (1:1 ratio)

* SCALED TO 30%

GENERIC SOCIALS

Best Practices:
Limit the amount of copy on these assets to avoid getting flagged on social media platform. Will also increase performance and user engagement.



1080 x 1350 - Generic (4:5 ratio)

* SCALED TO 30%

GENERIC SOCIALS

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1920 x 1080 - Generic (16:9 ratio)

* SCALED TO 30%

Keep clear for overlay

1080 x 1920 (9:16 ratio) - Generic



Keep clear for overlay

LOCALIZED SOCIALS

- venues, regional promoter and radio socials

If video content was not created, use static localized IGs (1080x1920 / 9:16 ratio)



1200 x 1200 (1:1 ratio) - Localized

* SCALED TO 30%

Keep clear for overlay

1080 x 1920 (9:16 ratio) - Localized



Keep clear for overlay

LOCALIZED SOCIALS

- venues, regional promoter and radio socials



1920 x 1080 - Localized (16:9 ratio)

* SCALED TO 30%



1200 x 628 (Localized / FB Event Cover)

DISPLAY BANNERS

- paid display and venue websites



300 x 600



300 x 250

* SCALED TO 80%

DISPLAY BANNERS

- paid display and venue websites



970 x 250



728 x 90

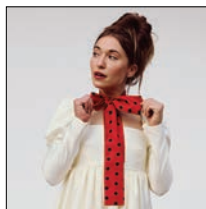


320 x 50

* SCALED TO 80%

CMS / NEWSLETTER BANNERS

- venue and ticketing websites



564 x 564 - Art Only



678 x 399 - Art Only



134 x 79 - Artist Logo

* SCALED TO 70%

OUTDOOR



16:9 ratio

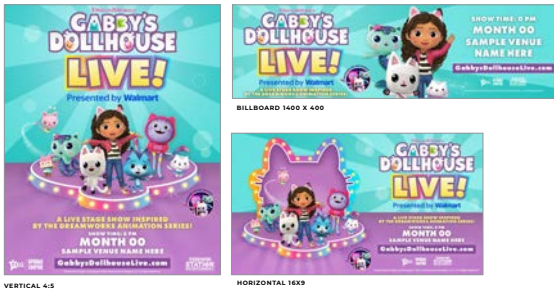


9:16 ratio

* SCALED TO 50%

APPROVED ADMAT

byp



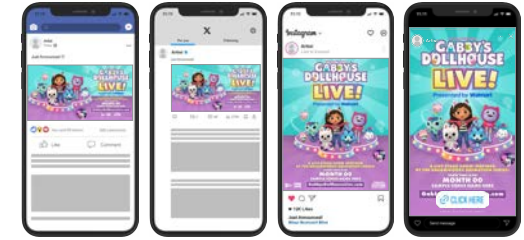
SOCIAL MEDIA | LOCAL TEMPLATES

byp



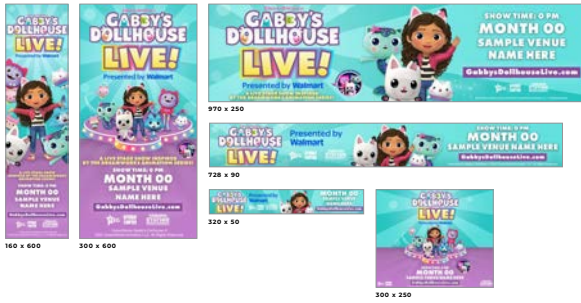
SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp

