

ticketcorner



CONTENT-GUIDE Web shop & App

Web shop & App

To promote your event optimally in the Ticketcorner web shop and in the Ticketcorner app, we need various assets:

- Poster landscape format
- Poster portrait format

Optionally, if booked through our media planning team, additional assets may be required:

- Wallpaper (background & leaderboard)
- Category/location banner
- Images and text content for Ticketcorner app push notifications

Information on all bookable services can be found at:

<https://www.ticketcorner.ch/campaign/en/marketing-solutions-promoters>

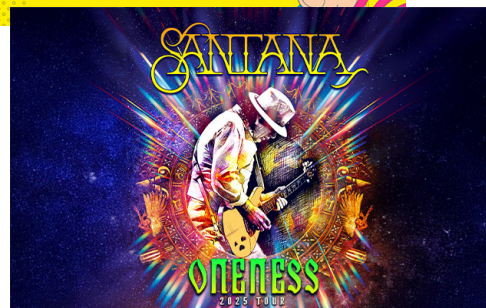
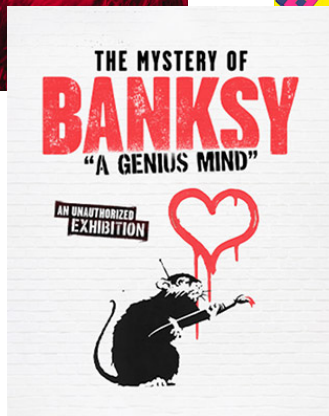
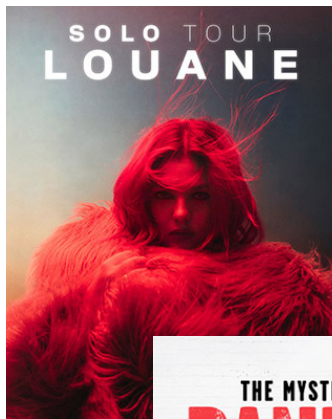
Below you can see what you should bear in mind when selecting images. Please remember that your images must not contain any URLs, third-party logos, prices or telephone numbers, and should contain as few typographical elements (font, etc.) as possible.



Posters

Various poster formats are required. All formats should be simple in terms of content and feature an event logo.

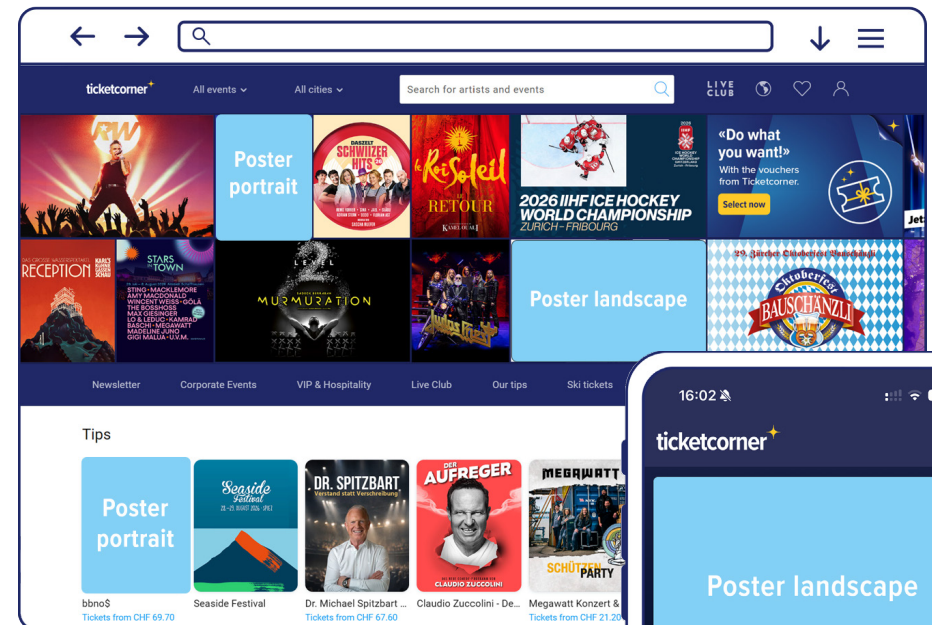
- **Poster portrait format (Slider, App):** 312x396 px, jpg
- **Poster portrait format Retina (slider, app):** 632x800 px, jpg
- **Poster landscape format (App):** 717x437 px, jpg
- **Poster landscape format Retina (Slider):** 632x396 px, jpg



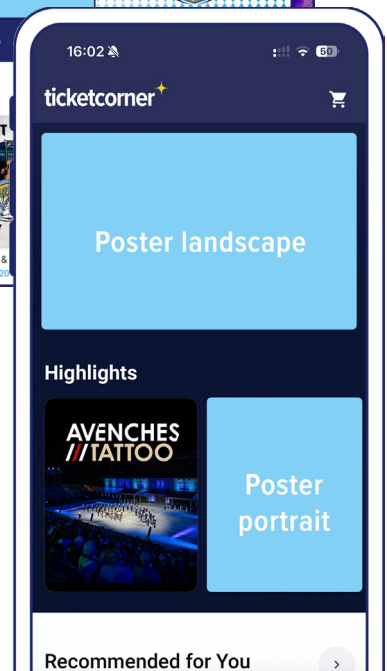
Examples of locations for posters

The formats supplied can be used in various places in our web shop and app, and in some cases even as editorial content in our newsletters:

Web shop



Ticketcorner App

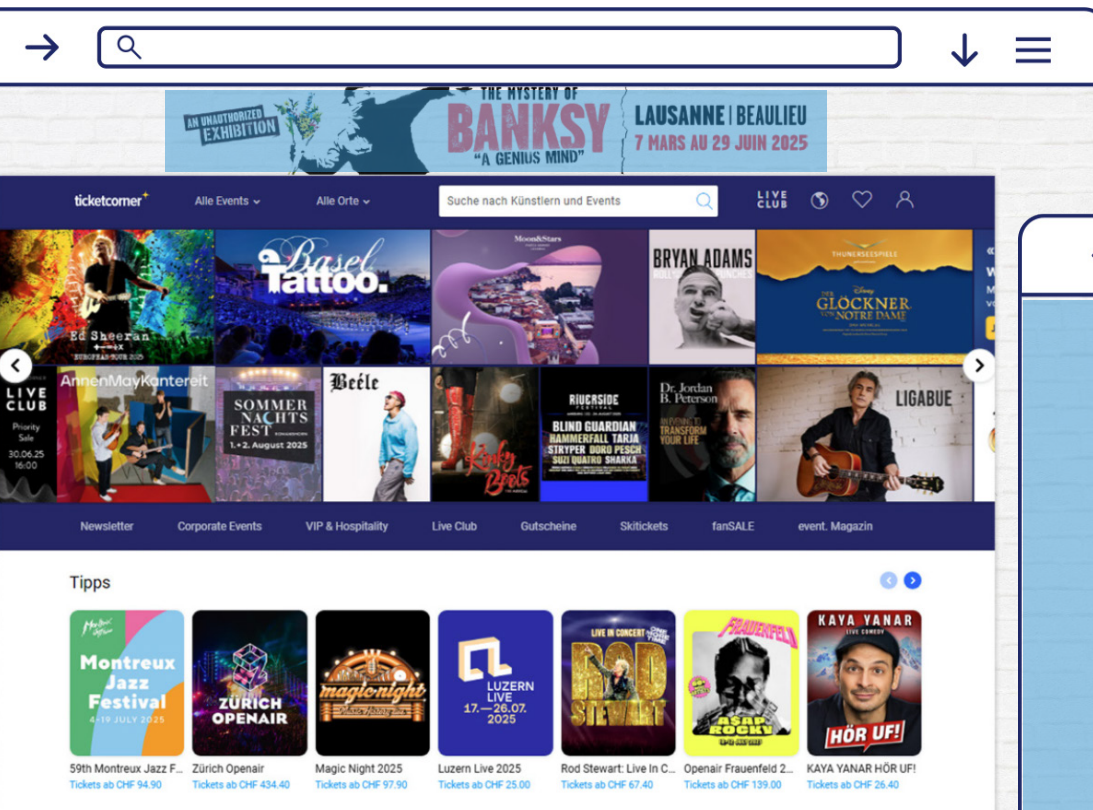


Wallpaper

A leaderboard and a background image are required.

- **Leaderboard:** 1001 x 150 px, png, max. 100 KB
- **Background:** 1920x1200 px, jpg/png, max 300 KB

Leaderboard

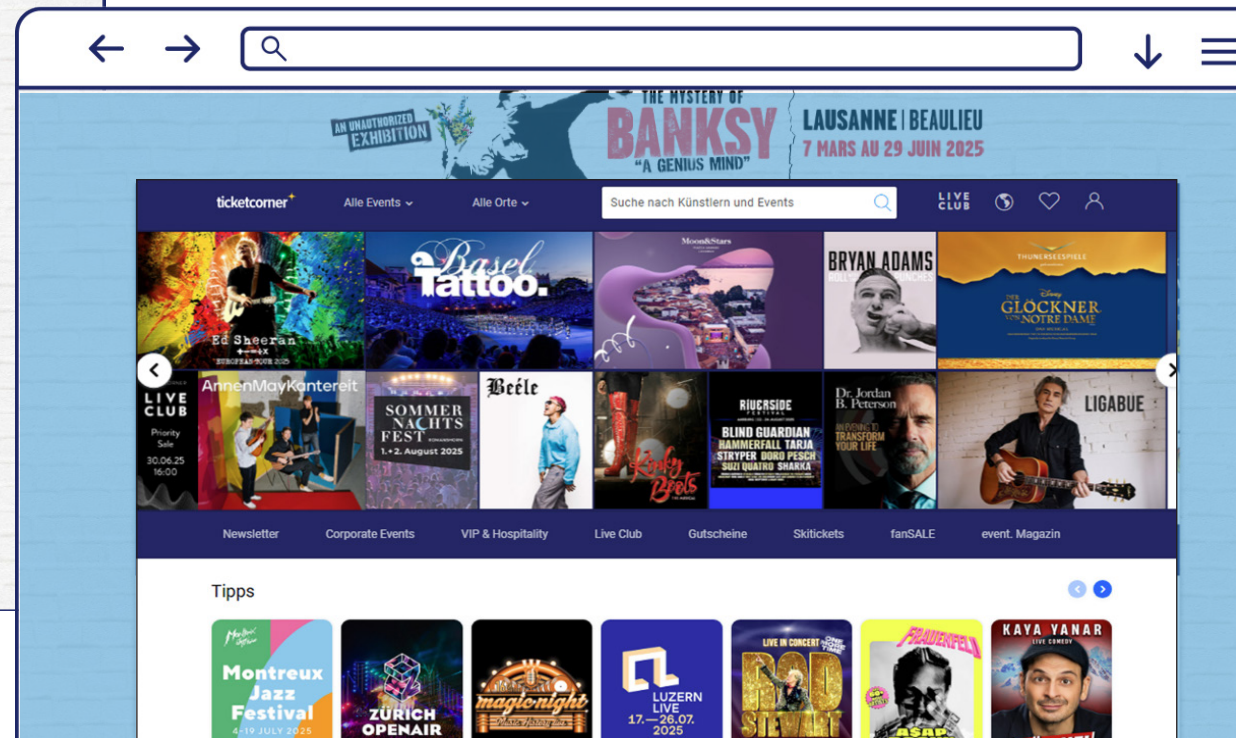


The leaderboard should have a simple design, feature an event logo, and have a transparent background. The background image should ideally consist of a simple, plain image without typographical elements, as it may be cropped on different devices. No Ticketcorner, sponsor or organiser logos (media partner logos permitted), no URLs.

You can find a corresponding template for Photoshop here:

[Wallpaper template](#)

Background



Category/location banner

One big banner is needed, to be placed across the entire width of the page, or two small banners, to be placed side by side on the same page. For publishing a large banner, a smaller version is always required for the mobile view.

- **Big Banner Desktop:** 1040 x 240 px, jpg & **Big Banner Mobile:** 659 x 246 px, jpg
- **2 Small Banner:** je 659 x 246 px, jpg

The banners should be simple in design and feature an event logo. Please remember that your images must not contain any URLs, third-party logos, prices or telephone numbers, and should contain as few typographical elements (font, etc.) as possible.

