

MAY 2024

Visual Materials Guide

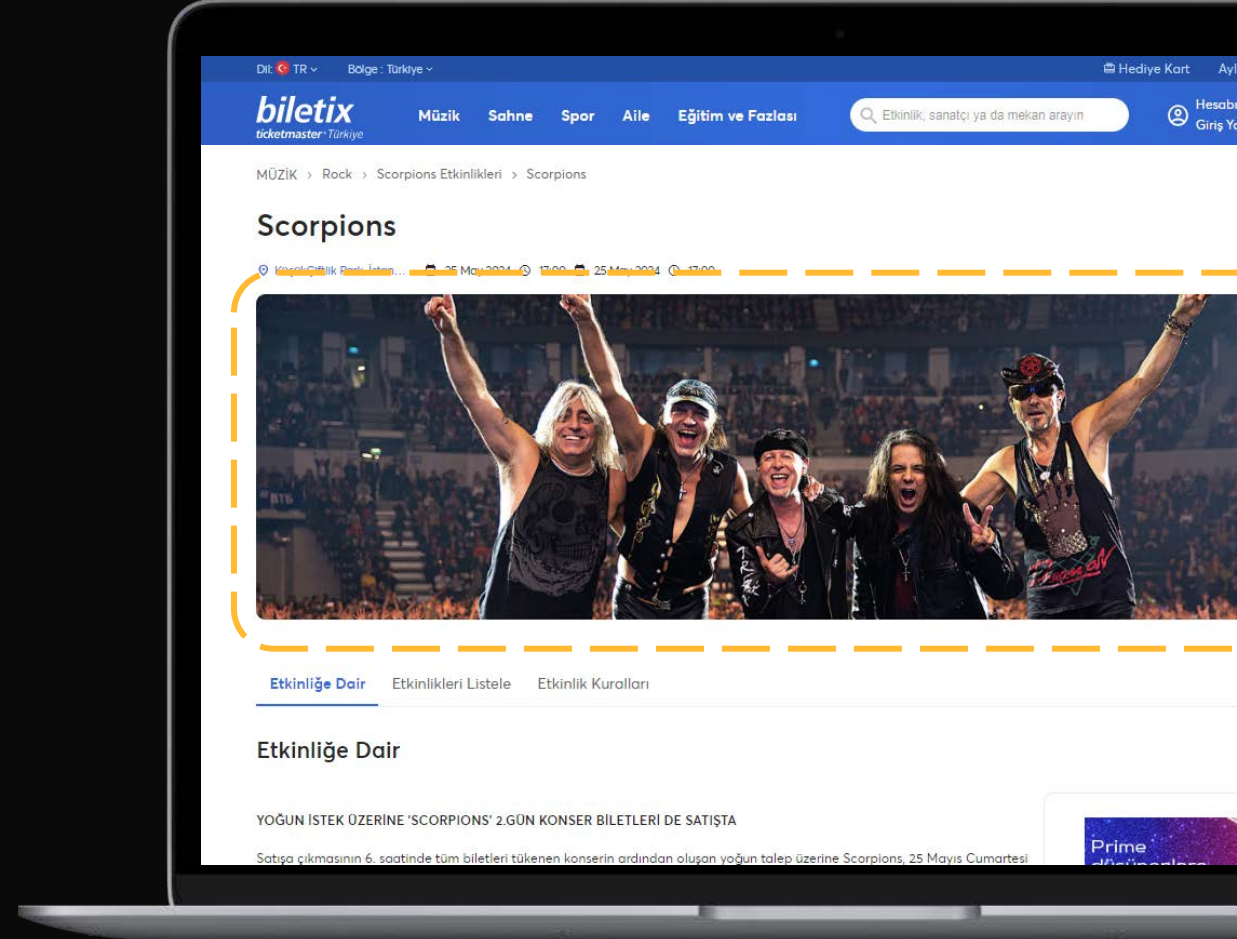
Summary

	<i>Dimensions</i>	<i>Visuals</i>
Required to list your event on biletix.com	1220x344 px	Event Detail and Group Pages Image
		Facebook Cover
		Biletix Blog
	914x504 px	Event Detail and Group Pages – Gallery
	1080x1080 px	Instagram – Post
		Meta Ads – Post
		Meta Automated Ads
Website Pop-up		
To be provided on demand	600x280 px	Email
		X (Twitter)
	1080x1920 px	Instagram – Story
		Retail Outlets LCD Screens
		Meta Ads – Story
	665x272 px	Home and Category Pages – Spotlight
	tek: ...x60 px çoklu: 580x60 px	Sponsor Logo
	457x252 px	Venue Pages – Venue Logo
350x290 px	Venue Pages – Gallery	

Event Detail and Group Pages

Single image: 1220x344 px
Gallery images: 914x504 px
Format: PNG
Size: 75 KB
Resolution: maximum 75 dpi

- Gallery images can be 2 or its multiples.
- Images should not contain information about venue, date, event name or logo.



Instagram & Meta Ads

- Post visuals should be from stage performances as much as possible. Short video content is preferred as it receives more engagement.
- Texts on ad images should not exceed 20% of the image.
- Video content creates more engagement in social media, so providing videos instead of still creatives is preferred. Video length should be kept as short as possible considering people's attention span.
- You can find Meta's guide on advertising images [here](#).

Post | Pop-up | Meta Ads

Image

Dimensions: 1080x1080 px
Format: PNG

Video

Dimensions: 1080x1080 px
Format: MP4, MOV
Length: maksimum 59 sn

Story | Meta Ads

Image

Dimensions: 1080x1920 px
Format: PNG

Video

Dimensions: 1080x1920 px
Format: MP4, MOV
Size: maksimum 4 GB
Length: maksimum 15 sn



Pop-up & Retail Outlets LCD Screens

Pop-up Visuals

- It should be a simple poster image with the name, date and venue of the event. It should not contain more details.
- There should not be logos, phone numbers etc. This rule does not apply where the only visual element describing the event is the event logo, e.g. festivals.

Retail Outlets

QR coded versions of Instagram story visuals are displayed on LCD screens at Retail Outlets, which redirect to the event page.



Email & X (Twitter)

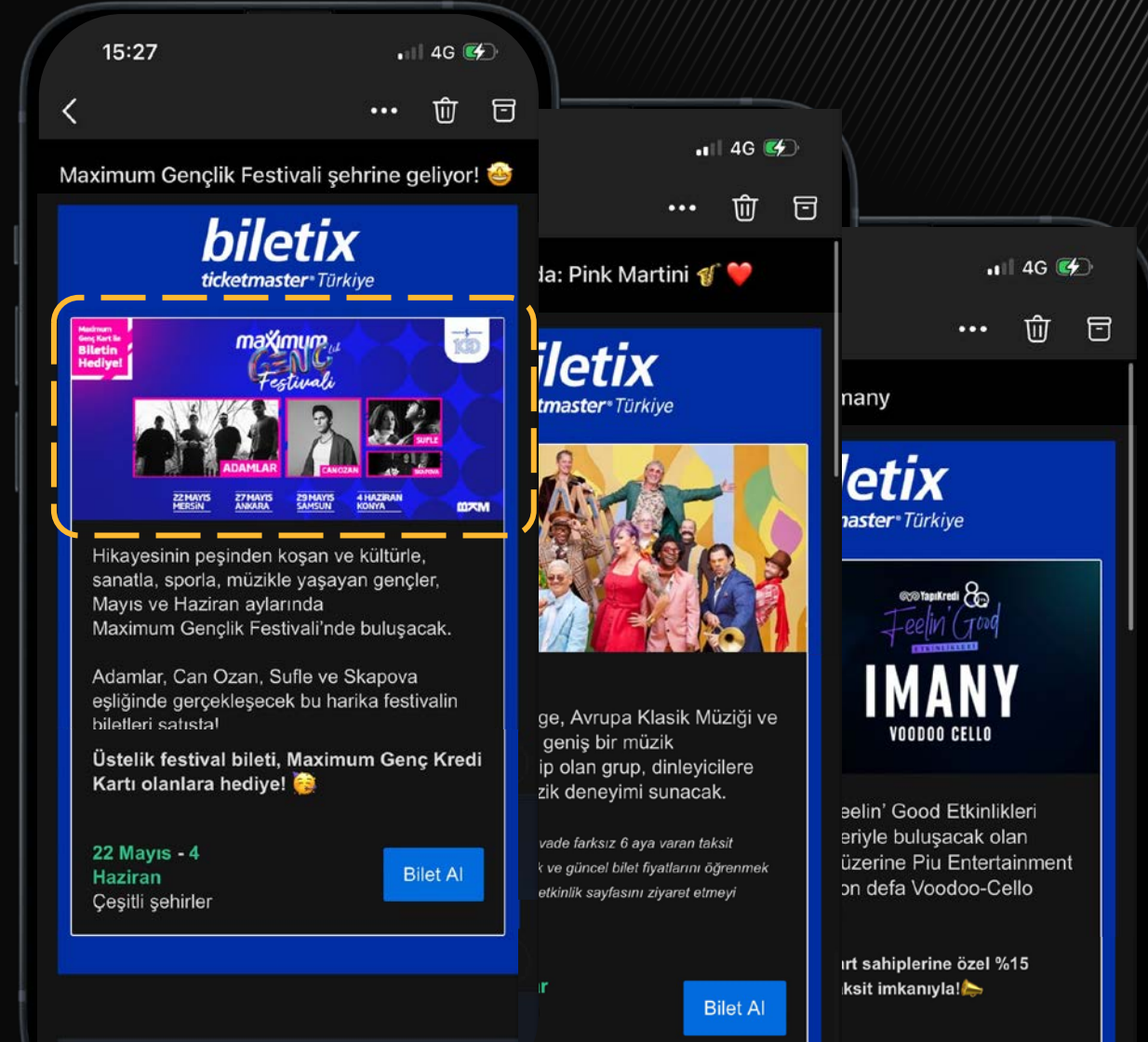
Dimensions: 600x280 px

Format: PNG

Size: 50 KB

Resolution: max 70 dpi

- **Email** images should not have the venue, date, promoter and sponsor logo on them. This rule does not apply where the only visual element describing the event is the event logo, e.g. festivals.
- For **X (Twitter)**, a video with a maximum length of **140 seconds** can also be used. Image sizes suitable for other platforms can also be used on X.



Spotlight Visual

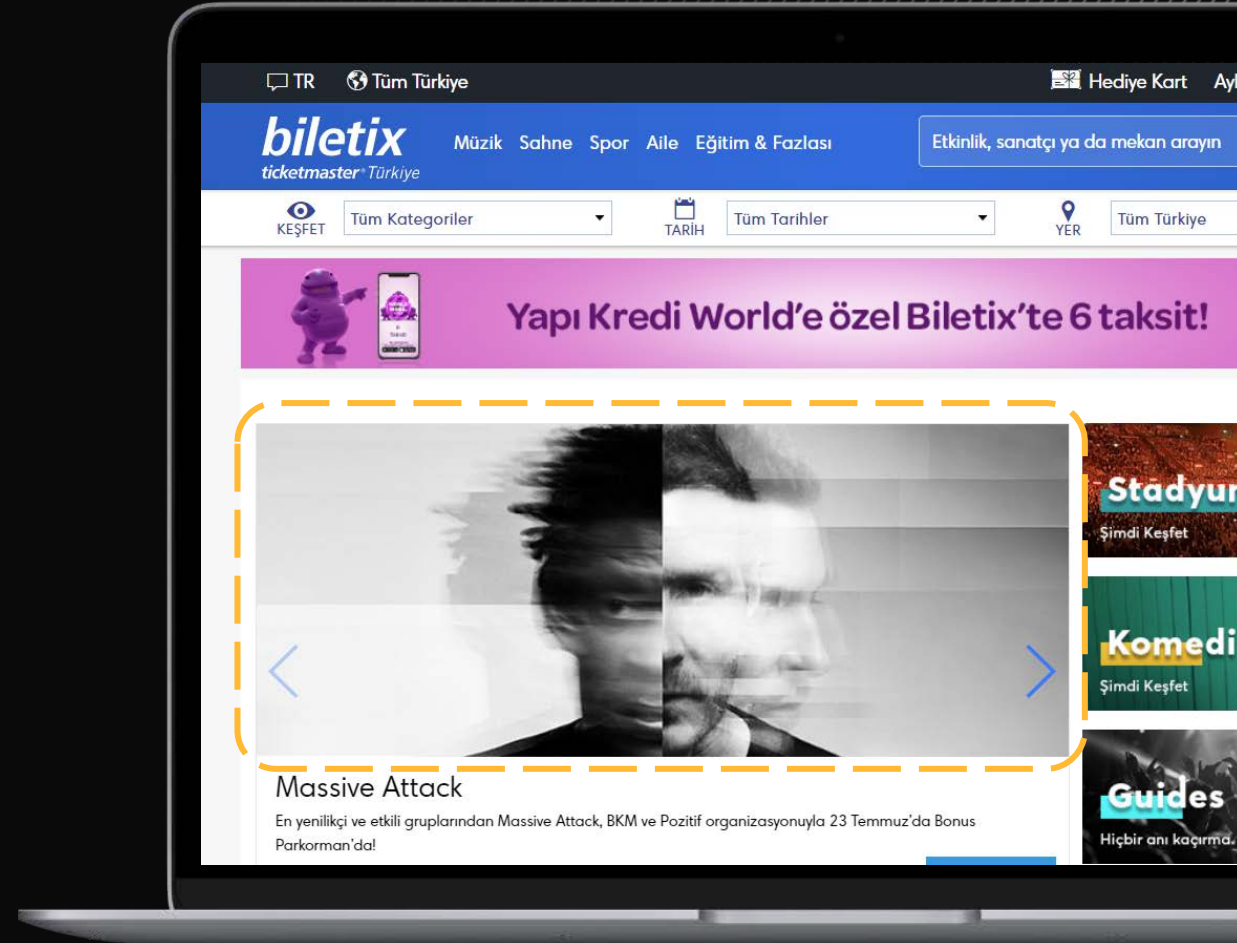
Dimensions: 665x272 px

Format: PNG

Size: max 75 KB

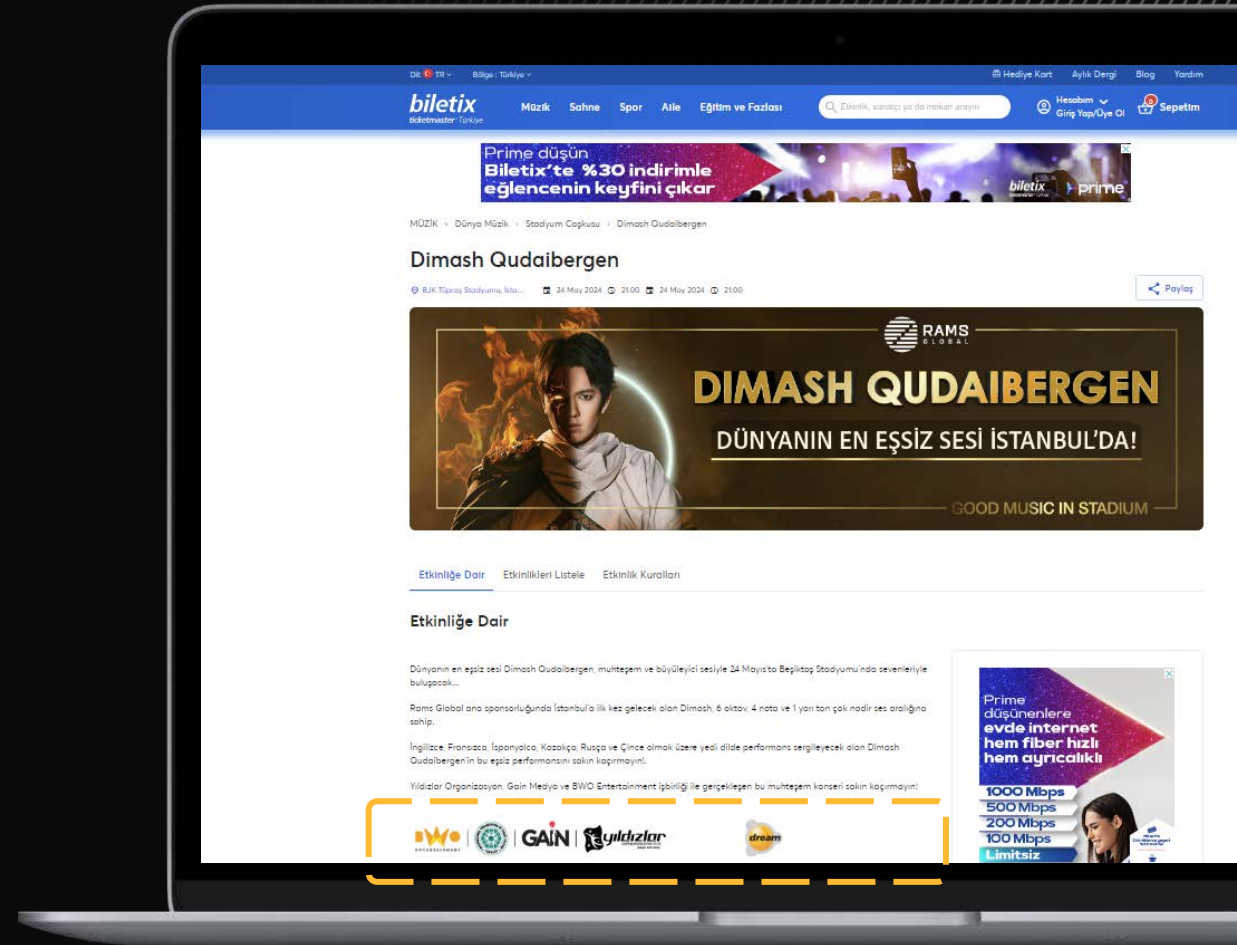
Resolution: max 75 dpi

- There should not be venue, date, promoter and sponsor logos on the images. This rule does not apply where the only visual element describing the event is the event logo, eg festivals.
- Where the use of text cannot be avoided, the text area should not exceed 20% of the overall image size.



Sponsor Logo

- In single logo use: **minimum 60 px** height and desired width.
- When using more than one logo: It should be **580x60 px**.
- Format: **PNG**
- Logos should be designed according to the space and the text should not be too small to read.



Venue Pages

Logo

Dimensions: 457x252 px

Format: PNG

Size: max 50 KB

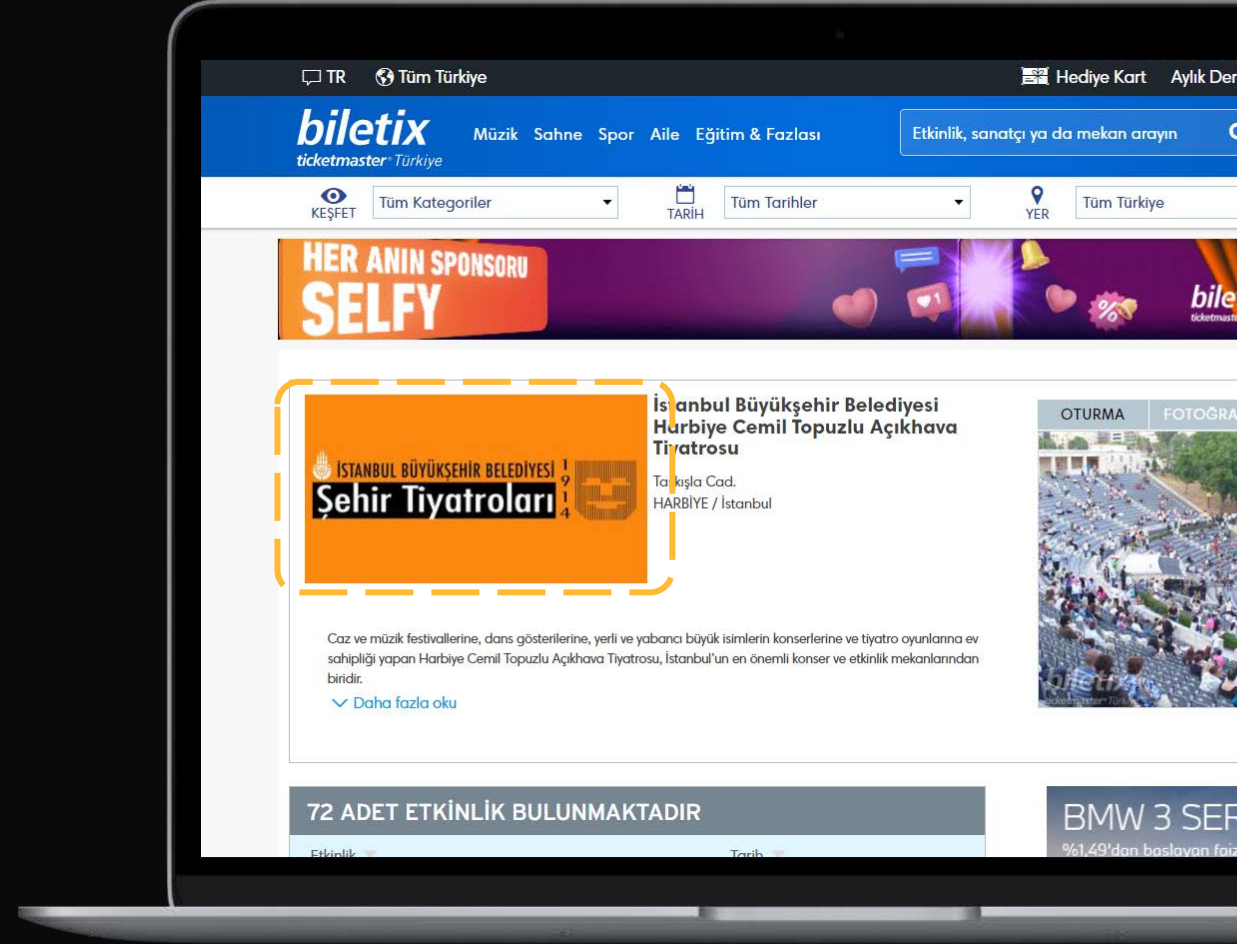
Resolution: max 75 dpi

Gallery Visuals

Dimensions : 350x290 px

Format: PNG

Maximum 3 gallery visuals can be displayed.



Thank you.