

we can't make something
out of nothing.

eventim[★]

send us your promo materials!

guidelines for creating event advertisements

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advertising materials preparation guide



RECOMMENDATIONS FOR A SUCCESSFUL EVENT PRESENTATION

To ensure the successful promotion of your event, which will ultimately contribute to increased sales, please provide us with promotional materials that we will showcase on the event page of our website.

EVENT AND ARTIST PAGE

- 960 x 360 px (image in JPG or PNG format)

BASIC KIT FOR EVENT/OFFER PROMOTION

- 300 x 300 px (image in JPG or PNG format) / event exposure on sub pages
- 420 x 560 px (image in JPG or PNG format) / event exposure on main page
- 420 x 280 px (image in JPG or PNG format) / event exposure on main page

SOCIAL MEDIA

- 1080 x 1080 px (image in JPG or PNG format)
- 1080 x 1920 px (image in JPG or PNG format or a video ad max. 4 seconds)

DIGITAL ADVERTISING | GOOGLE ADS, FACEBOOK AND INSTAGRAM

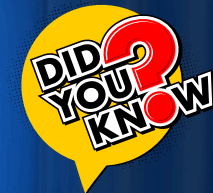
The graphic file size must not exceed 150 KB.

- 300 x 200 px (image in JPG or PNG format)
- 300 x 50 px (image in JPG or PNG format)
- 300 x 100 px (image in JPG or PNG format)
- 250 x 250 px (image in JPG or PNG format)
- 200 x 200 px (image in JPG or PNG format)
- 300 x 250 px (image in JPG or PNG format)
- 336 x 280 px (image in JPG or PNG format)
- 728 x 90 px (image in JPG or PNG format)
- 970 x 70 px (image in JPG or PNG format)
- 468 x 60 px (image in JPG or PNG format)
- 300 x 600 px (image in JPG or PNG format)
- 160 x 600 px (image in JPG or PNG format)



advertisement should include

- event image
- event venue
- event location
- event date



HOW TO MAKE YOU EVENT POP OUT?

SHORT EVENT DESCRIPTION

The text should include basic event details such as the duration, any supporting acts, special instructions for entrances and access, parking options, special pricing, and/or free entry for people with disabilities and children.

We recommend including descriptions of special offers, discounts, and VIP options.

The press release should also outline any restrictions (e.g., age limits, prohibited substances, etc.). Additionally, the text can be translated into English, Croatian, and German, especially if you expect international sales or attendance.

EVENT GALLERY AND VIDEO MATERIALS You can include various photos, such as those from previous events or event previews, group photos, as well as video content, including links to YouTube or other platforms.

EVENT VENUE LAYOUT

The graphic can be used to illustrate the event venue, entrances, bar setups, restroom areas, and more.

Please note: The organizer is responsible for all submitted and published material.

where and what?

a short guide to our graphic formats

main page



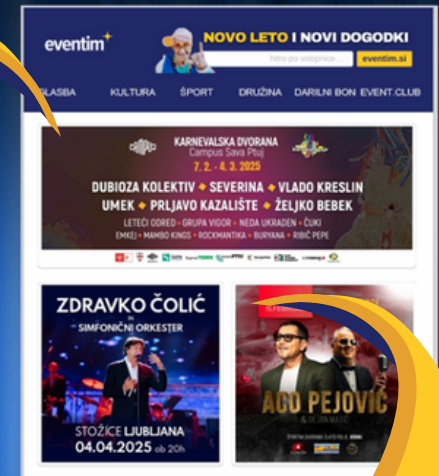
poster graphic: 420 x 560
landscape graphic: 450 x 280

subpage



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newsletter



event page



event description,
additional information

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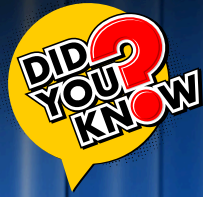
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how to sell out an event?

a short guide

for a quick and successful start to sales



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1. think it through

- A | consult us | we are here to help
- B | fill out the documentation | contract, event registration...
- C | provide information and marketing materials for event setup
- D | together, we'll set the schedule for announcements and sales start

2. time for action

- A | we'll set up the announcement, including an optional "ticket alarm"
- B | opportunity to create a special promotion for our customer base
- C | set up of pricing categories - "early bird ..."
- D | create a Facebook event, and add us!
- E | joint sales launch, with announcements across all channels

3. coordinated promotion

- A | event exposure on our website
- B | social media posts
- C | exposure in newsletter
- D | digital campaign set up and optimization
- E | external coordinated event advertising



and don't forget

CONSULT US!

we are here to help

PROFESSIONAL.
ADAPTABLE.
AVAILABLE.
PROMPT.
EXPERIENCED.
SAFE.
RELIABLE.

CONTACT US:

marketing@eventim.si

WE WILL GET BACK TO YOU AS SOON AS POSSIBLE.



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