



AXS DIGITAL

AD SPECIFICATIONS



IAB Standard Placements

Leaderboard

Unit Dimensions:
728px x 90px

Max File Size:
50k

File Types:
jpg, gif, png,
swf (must have backup
standard image file)

Submission Lead Time:
3 business days for standard units
5 business days for Rich Media

The screenshot displays the axs.com website interface. At the top, a bright green banner contains the dimensions "728x90". Below this, the navigation menu includes "ART & FAMILY", "MUSIC", "SPORTS", and "FESTIVALS". The main header features the "axs BETA .com" logo and a search bar with the placeholder text "Search music, sports, events, or venues". A breadcrumb trail shows "Home > Music > Pop > BEYONCÉ", and utility links for "Sign in", "Create an Account", and "Help" are present.

The "Artist Details" section for Beyoncé includes a profile picture, a biography, and social media links for "Like" and "Follow". The biography text reads: "Beyoncé is one of the most widely recognised and highly respected women in pop culture. A solo recording artist, actress, philanthropist and businesswoman, she has released four #1 solo albums and has sold over 75 million albums worldwide. Her work has earned her numerous awards and accolades, including 16 Grammy Awards. Billboard named her the Top Female Artist and Top Radio Songs Artist of the 2000s decade. The Recording Industry Association of America also recognised [More](#)".

Below the artist details are three columns of content:

- RELATED EVENTS:** Lists events such as "Pentatonix" at the Best Buy Theater, "Matt Goss" at the Gossy Room at Caesars Palace, "John Denver: A Rocky Mountain High Concert", and "Paramount Theatre".
- ARTIST EVENTS:** Lists "The Mrs. Carter Show World Tour Starring BEYONCÉ" at The O2 in London, with "REMIND ME" buttons for each instance.
- ARTIST FEEDS:** Shows social media feeds for "facebook" and "twitter", featuring a post from Beyoncé with 43,053,217 likes.

Medium Rectangle

Unit Dimensions:
300px x 250px

Max File Size:
50k

File Types:
jpg, gif, png,
swf (must have backup
standard image file)

Submission Lead Time:
3 business days for standard units
5 business days for Rich Media

The screenshot displays the AXS website interface. At the top right, the navigation menu includes 'ART & FAMILY', 'MUSIC', 'SPORTS', and 'FESTIVALS'. Below the navigation is a search bar with the text 'Don't miss out, find your event...' and a search icon. The breadcrumb trail reads 'Home > Music > Pop > BEYONCÉ'. The main content area features the 'Artist Details' for Beyoncé, including a profile picture, a biography, and social media links for 'Like' and 'Follow'. A large green rectangle with the text '300x250' is overlaid on the right side of the page, indicating the ad placement. Below the artist details, there are sections for 'RELATED EVENTS', 'ARTIST EVENTS', and 'ARTIST FEEDS'. The 'RELATED EVENTS' section lists shows like 'Pentatonix' and 'Matt Goss'. The 'ARTIST EVENTS' section lists 'The Mrs. Carter Show World Tour' at 'The O2' in London. The 'ARTIST FEEDS' section shows a Facebook post from Beyoncé with 43,053,217 likes.

Wide Skyscraper

Unit Dimensions:

160px x 600px

Max File Size:

50k

File Types:

jpg, gif, png,

swf (must have backup standard image file)

Submission Lead Time:

3 business days for standard units

5 business days for Rich Media

It's time to get out! Find your event...

Search music, sports, events, or venues

Home > Events > Music

Date/Time: ▲	Event:	Location:	Get Tickets:
TUE Feb 19 9:00PM	Tomahawk Retox	Mayan Theatre Los Angeles, CA	BUY TICKETS
WED Feb 20 7:30PM	Spotlight: Jake Shimabukuro	The GRAMMY Museum® Los Angeles, CA	SOLD OUT
THU Feb 21 9:00PM	Marilyn Manson Butcher Babies	Club Nokia Los Angeles, CA	SOLD OUT
THU Feb 21 9:00PM	Nick Cave & The Bad Seeds	Fonda Theatre Los Angeles, CA	SOLD OUT
THU Feb 21 9:00PM	Nomeansno	El Rey Theatre Los Angeles, CA	CANCELLED
FRI Feb 22 8:00PM	Brandy Bridget Kelly	Club Nokia Los Angeles, CA	BUY TICKETS
FRI Feb 22 9:00PM	Victor Wooten	El Rey Theatre Los Angeles, CA	BUY TICKETS
SAT Feb 23	Hello Goodbye Let's welcome Poppy	The Glass House	BUY TICKETS

160
X
600



AXS.com Custom Placements

E-Ticket

Unit Dimensions:

180px x 150px

Min Resolution:

150dpi

Max File Size:

100k

File Types:

jpg, gif, png

Submission Lead Time:

3 business days



Hard Ticket Stock

Unit Dimensions:

75px x 75px

Max File Size:

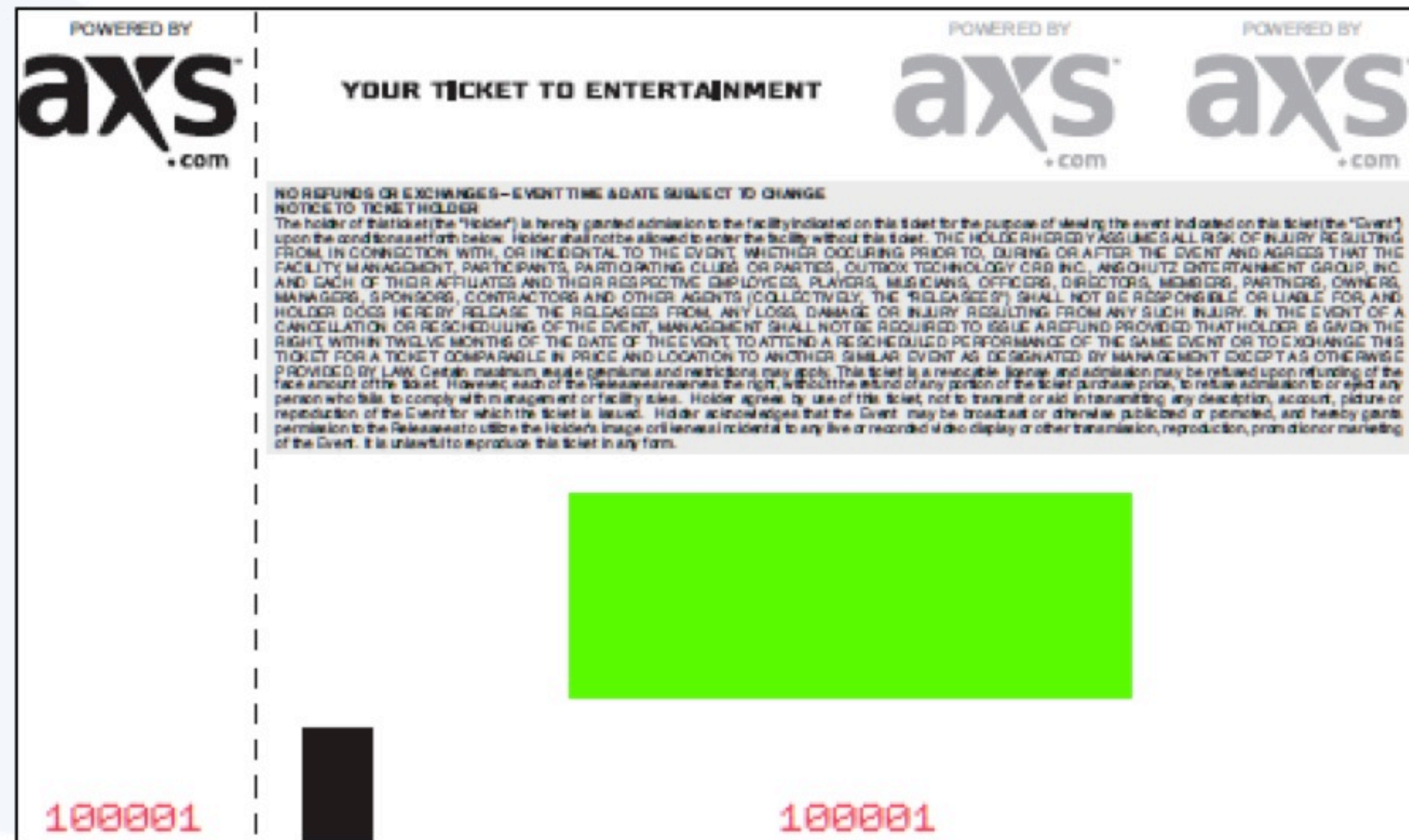
25k

File Types:

eps, gif, png

Submission Lead Time:

Based on hard ticket stock inventory and ordering timeline



E-Newsletter

Unit Dimensions:

300px x 250px

Max File Size:

50k

File Types:

jpg, gif, png

Submission Lead Time:

3 business days

To view this email as a web page, go [here](#). Follow us

axs Event Guide

Hey Tracy, Looking to change up Valentine's Day this year? Let music help set the mood. Take your date to see some great live music! For a complete list of events going on in the Bay Area, visit [AXS.com](#). See you at the show, AXS Team

IN THE NEXT FEW WEEKS [BROWSE MORE EVENTS](#)

Blaqline Ent. Presents Love Affair

Musiq Soulchild, Donell Jones and Teedra Moses

The Warfield
Thu, Feb 14, 2013 - 7:00PM

[GET TICKETS](#)

Feed Me with Teeth

Mord Fustang
The Regency Ballroom
Thu, Feb 14, 2013 - 9:00PM

[Fri, Feb 15, 2013 - 9:00PM](#)

[GET TICKETS](#)

George Lopez

[Sat, Feb 16, 2013 - 8:00PM - The Warfield](#)

[Sun, Feb 17, 2013 - 8:00PM - Golden State Theatre Monterey](#)

[GET TICKETS](#)

SPONSOR

300x250

Marilyn Manson

Butcher Babies

The Warfield
Tue, Feb 19, 2013 - 8:00PM

[GET TICKETS](#)

Coheed and Cambria

Between the Buried and Me, Russian Circles

The Warfield
Thur, Feb 21, 2013 - 8:00PM

[GET TICKETS](#)

Purchase Confirmation

Unit Dimensions:

300px x 250px

Max File Size:

50k

File Types:

jpg, gif, png

Submission Lead Time:

3 business days

axs.com *Celine*

Step 8 of 8 Confirm Purchase

1 Select an event

Celine Dion
 Saturday, June 22, 2013 - 7:30PM
The Colosseum at Caesars Palace
 3570 Las Vegas Boulevard South
 Las Vegas, NV
 US

The ticket prices includes a 10% Live Entertainment Tax as assessed by the state of Nevada.

No cameras or recorders are allowed.

Caesars Palace, AEG Live and AXS will not be held legally responsible for any consequential or incidental damages including transportation or hotel. Customers accept all customary risk associated with live entertainment.

Your purchase is complete

Thank you for your purchase
 Shortly, you will receive a confirmation email for this purchase.

You have selected 'Electronic Ticket' as a delivery method. You will receive a second email with your eTickets attached in PDF format.

Please print the tickets attached to your email and take them with you to the venue on the day of the event.

Order ID # : 028-0003 0729

A total of \$69.50 has been charged to your payment method.

Enjoy the show.
 AXS.com

Thank you for your order

Quantity	1 ticket
Price level	2nd Mezzanine B
Section	2ND MEZZANINE 2
Row	H
Seat	212

Tickets

1 x AMEX @ \$55.00	\$55.00
--------------------	---------

Fees

1 x Convenience Fee - AMEX @ \$14.50	\$14.50
--------------------------------------	---------

Delivery

Electronic Ticket	FREE
-------------------	------

Total: \$69.50

OPTIONAL STEP [Print Receipt](#)

Tell your friends you're going! [Print Receipt](#)

© Outbox Technology CRB Inc. 2009-2012 - Eventshopper™ (V3.1Cd)

300x250 300x250 300x250

Confirmation E-mail

Unit Dimensions:

728px x 90px

Max File Size:

50k

File Types:

jpg, gif, png

Submission Lead Time:

3 business days

verizon THEATRE
AT GRAND PRAIRIE

POWERED BY
axs
.com

Purchase Confirmation

Dear michael,

Thank you for your purchase. Please review the details below.

You have chosen to receive e-tickets. You will receive a second e-mail with your e-tickets attached within 24 hours of your purchase. Once you receive it, simply open the attachment, print the e-tickets and present them on the date of the event.

THIS EMAIL DOES NOT CONSTITUTE YOUR TICKETS

Purchase Details

Mike Epps at The Verizon Theatre 2013 - Saturday, February 02, 2013 at 7:00 PM

1	Regular	@	\$ 44.25	=	\$ 44.25
1	Convenience Fee	@	\$ 11.50	=	\$ 11.50
1	Electronic Ticket	@	\$ 0.00	=	\$ 0.00
Total Cost:					\$ 55.75

Your Order

Order #: 010-0016 0334
 Order date: January 11, 2013
 Customer #: 153575
 Delivery method: Electronic Ticket
 Number of tickets: 1

Billing Information

Payment amount: \$ 55.75
 Payment method: Master Card
 Account #: xxxx-xxxx-xxxx-7298
 Credit card holder: michael ilves

Event Information

Mike Epps at The Verizon Theatre 2013 - Saturday, February 02, 2013 at 7:00 PM

Venue: Verizon Theatre at Grand Prairie
 Location: 1001 Performance Place
 Grand Prairie, TX
 75050

Your seats: Section 412, Row B, Seat 17

Additional information:
 For additional information about The Verizon Theatre, please visit our website at verizontheatre.com.

Customer support:
 To speak with a Guest Services Representative, please call us at 1-888-929-7849 (9 AXS TIX). You may also find answers to frequently asked questions on our [website](#)

Important
 This purchase is subject to our [Purchase Agreement](#).
 All ticket sales are final. No refunds, exchanges or cancellations are permitted.

728x90

axs
.com YOUR TICKET TO ENTERTAINMENT

Site Takeover Skin

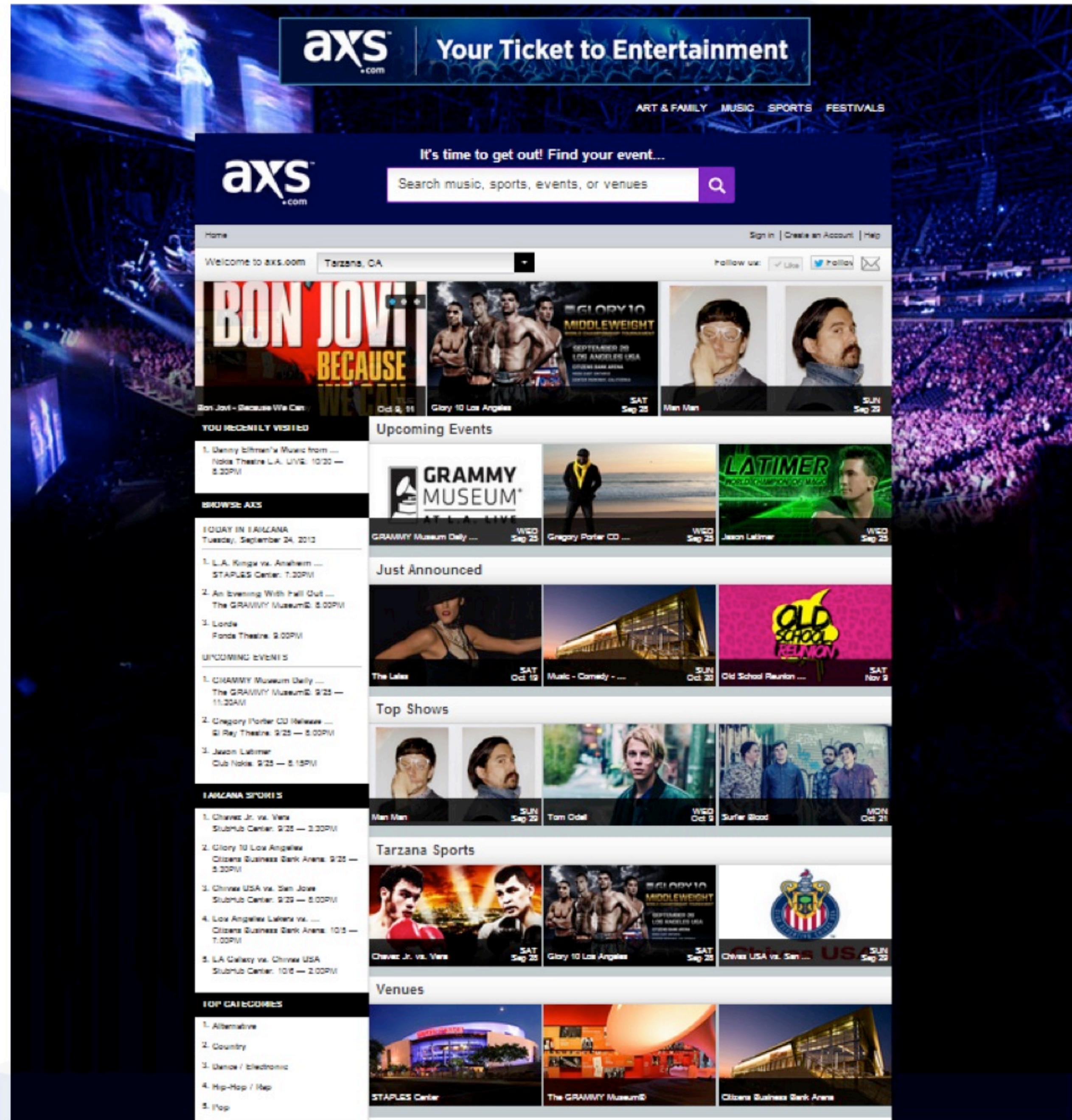
Unit Dimensions:
1474px x 1080px

Max File Size:
80k

File Types:
JPEG, Cut art, psd, or ai

*Please note 728 X 90 ad unit lives on all pages within AXS.com site:

- The 728x90 ad unit is centered.
- The 728x90 is not locked to the top – it will "disappear" when the page scrolls down.
- The 728x90 is 18 pixels from the top of the page
- The 728x90 has a 1 pixel border
- The distance from the bottom of the 728x90(incl. border) to the top of the search bar is 68 pixels



Site Takeover Skin

Skin Width:
1474 pixels

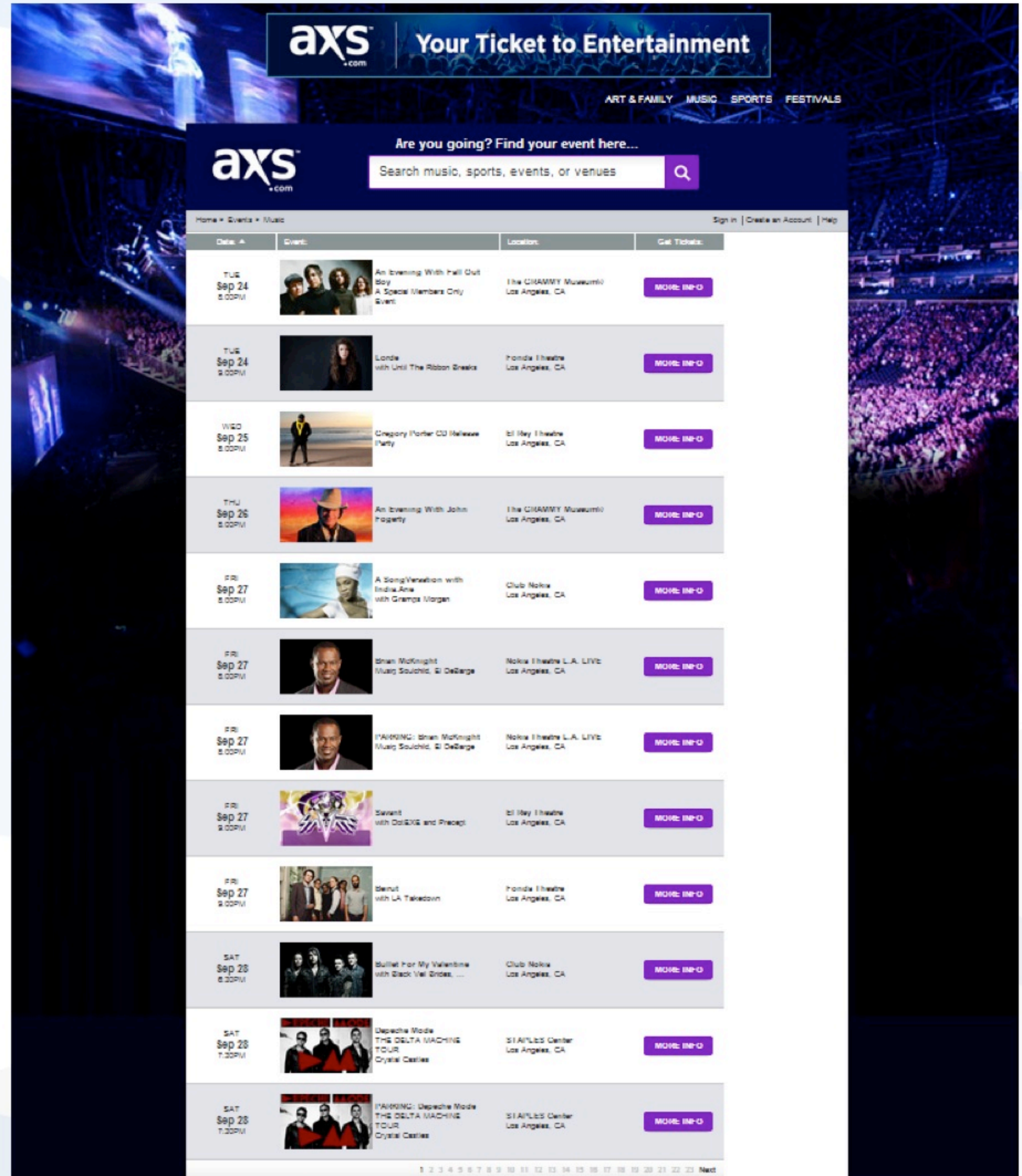
Skin Left Gutter:
257 pixels

Skin Right Gutter:
257 pixels

Skin Length:
1080 pixels (Recommended)

Skin max file size:
125K

Page Content:
960 pixels



Mobile Web - Interstitial

Unit Dimensions:

300px x 250px

Max File Size:

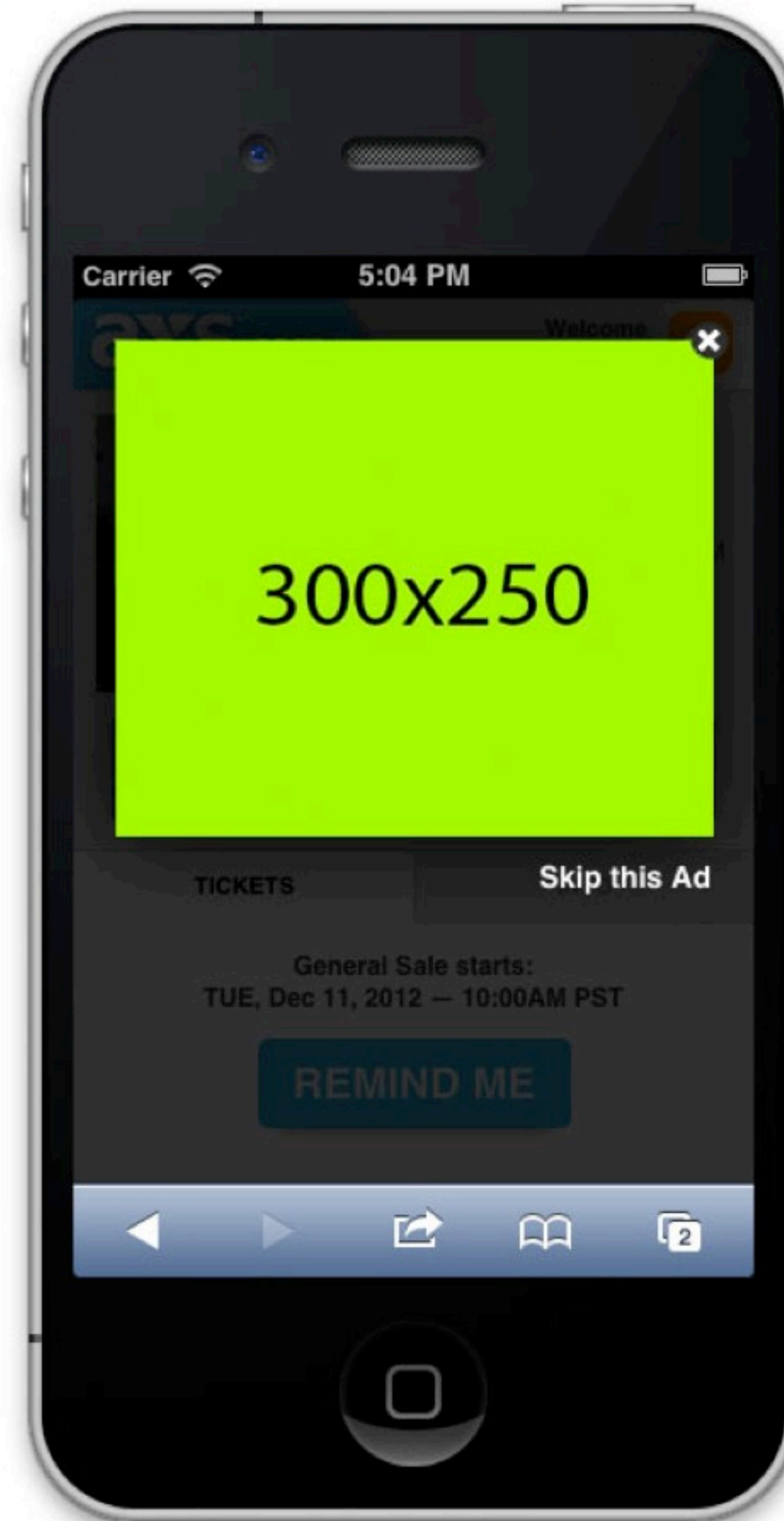
30k

File Types:

jpg, gif, png

Submission Lead Time:

3 business days



Mobile Web - Wide Banner

Unit Dimensions:

320px x 50px

Max File Size:

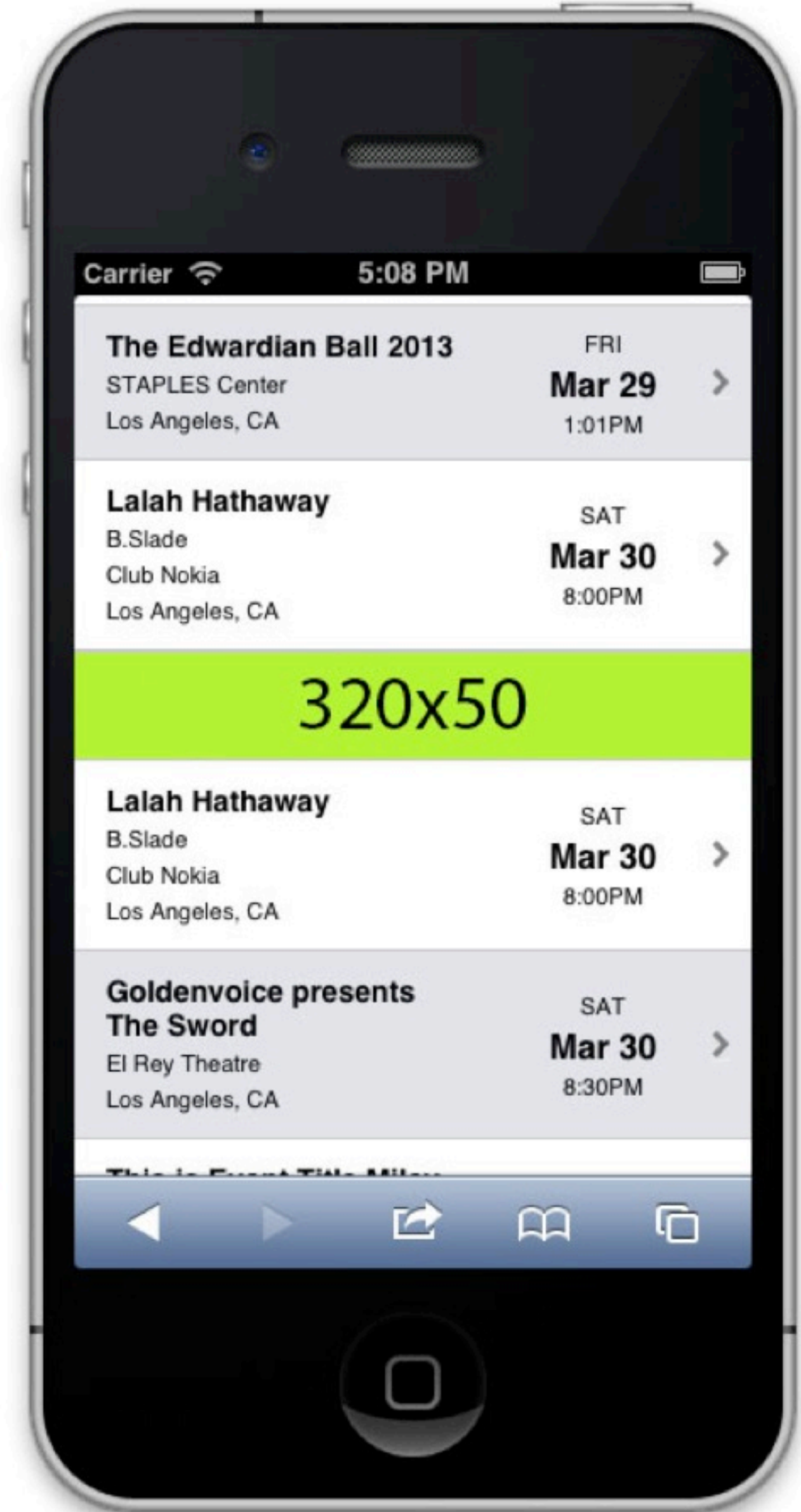
15k

File Types:

jpg, gif, png

Submission Lead Time:

3 business days



Contact Information

Name	Erin Ross
Title	Director, Partnership Activation
Phone:	(213) 763-7713
Email:	eross@aegworldwide.com
Address:	AEG Global Partnerships 800 W. Olympic Ste. 305 Los Angeles, California 90015