oeticket

CONTENT-GUIDE

August 2026



oeticket information: Your events at www.oeticket.com

Dear partner,

we want to provide you with the best possible support in promoting your events. We can only achieve this together. In this guide, you'll learn how to prepare text and images in a way that's as customer- and search engine-friendly as possible for us.
Please upload your images and/or text to our Media Asset Manager (MAM) at https://mam2.oeticket.com.

Please send images, text (as Word or PDF files), and video links directly to content-marketing@eventim.at.

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MUST HAVES

You can find PSD templates for all graphic formats here.

Please note: None of the photos or graphics on oeticket.com may contain event organizer or sponsor logos, information regarding the date or venue, prices, URLs, etc.! If applicable, copyright notices are required for all graphics and AI-generated images!

Is everything complete? Then send your images and text to content-marketing@eventim.at.

Checklist for an optimal online presence on oeticket
These must-haves ensure your event is showcased to its best advantage in our online store. Customers are engaged online through images and text and guided by personalized ads in the online store or via email newsletters. The event description contributes positively to SEO performance and provides customers with a comprehensive overview of your event.

- [ ] Event/artist image in square format, suitable for cropping to: **444x444 px**
- [ ] Poster **156x198 px**
- [ ] App poster **312x396 px**
- [ ] Text for the event information

Optional:

- [ ] Short description / Abstract (max. 200 characters incl. space)
- [ ] Header image **1240x480 px** (see page 7)
- [ ] Graphic material **FanTicket** (see page 11 & 12)
- [ ] 2x1 Big Teaser / Poster **316x198 px**
- [ ] 2x1 App Poster **702x428 px**
- [ ] Video link (YouTube / Vimeo)

Authorship

Mandatory: Attribution of Authorship
You must provide oeticket with information regarding the authors, photographers, and designers. Moral rights apply even if you have special agreements with photographers or designers - they are not transferable to third parties. By law, the author of an image must be named in close proximity to the image. We therefore integrate the names of the photographers/designers directly into the image. Please ensure that your images come from reliable sources and that you know the authorship. Do not use images found via Google or photographed from other sources.

We reserve the right not to use the provided image material if information regarding authorship is missing, insufficient, or questionable.

Below, you'll find some guidelines to keep in mind when selecting images. We've also included a few examples of images that are particularly effective at driving sales. Please remember that your images must not contain any information about the event date and time, URLs, logos, prices, or phone numbers, and should include as few typographic elements (fonts etc.) as possible. Racist, pornographic, sexist, and other problematic content are, of course, not permitted.

We at oeticket are certain that events featuring images of customers are perceived as much more valuable and therefore sell better than those without images. We require an event image in a square format, suitable for cropping to:

- **444x444 px**

Please note: Only one image can be included per event series.

Positive examples



• Close-up of the artist



• Artist‘s logo with background image



• Photo of the event with logo

Negative examples



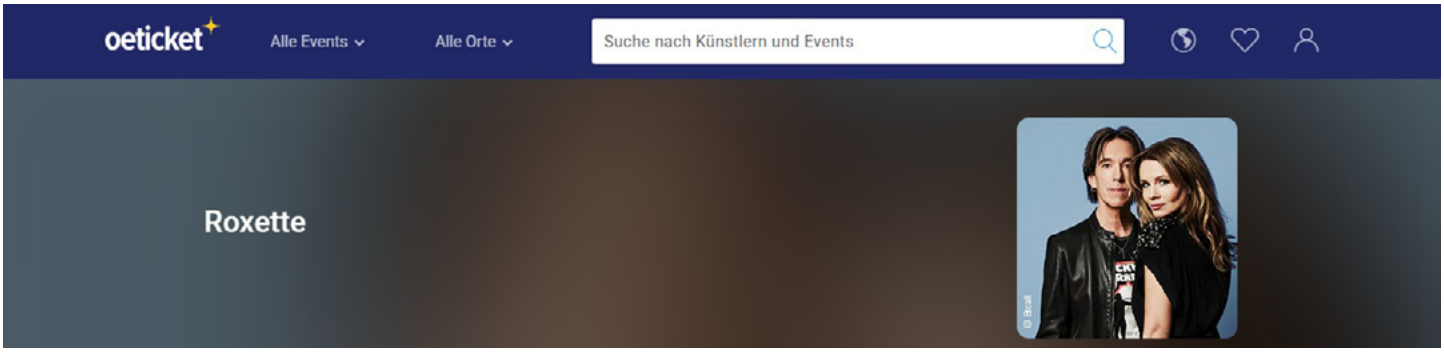
• Typography and URL in the image



• Poor image quality

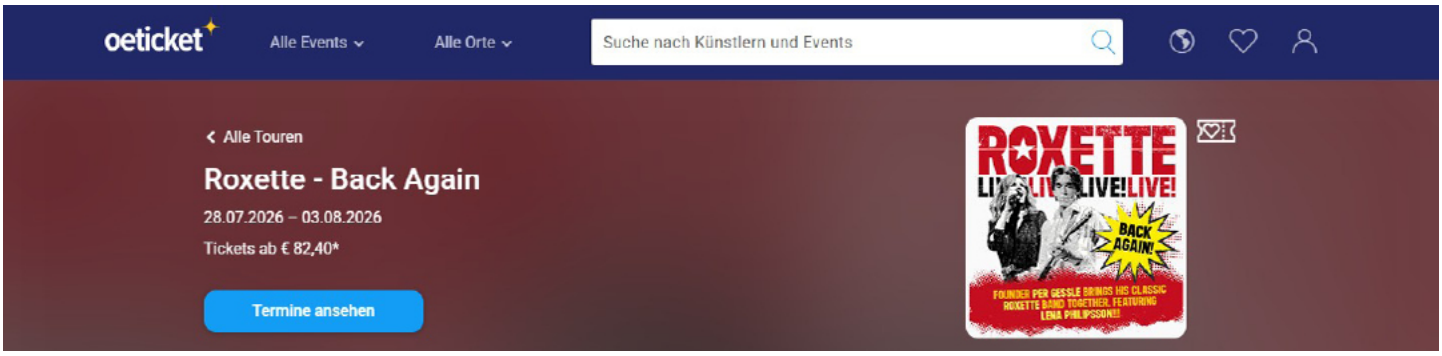
Example of an artist photo with a press photo, including copyright information and without typography

The image will remain visible in our webshop for the long term.



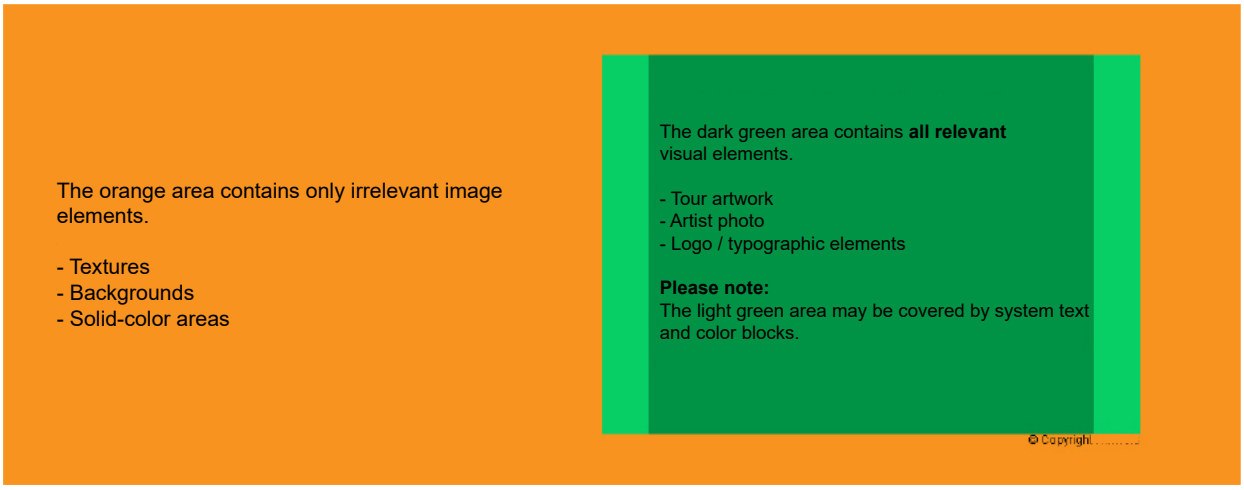
Example event image: Event theme without location or date

All dates for a tour are displayed together and are not highlighted individually.

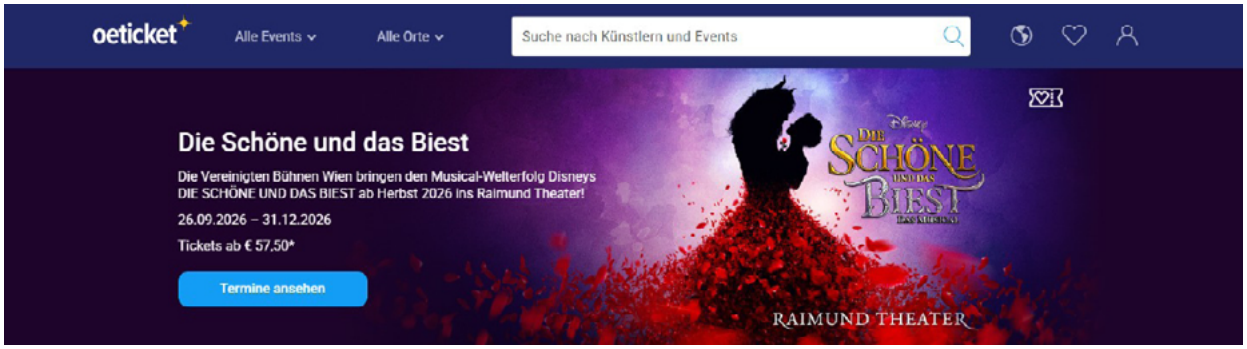


Header image

For optimal display in our store, we recommend using the header image (**1240x480 px**). You can find a corresponding Photoshop template at this link:
https://www.oeticket.com/obj/media/AT-eventim/vorlage-header-psd.zip
The following points must be taken into account when designing:



Example Header image



Text

Images have a significant impact on customers' purchasing decisions. To ensure your event is presented in a more customer-friendly way and can also be found by Google, you should also include well-written descriptions. Note: These must not contain any URLs.

Text for the event info

In the Event Info, customers learn more about your event, making it easier for them to decide whether to book. Please send us text material that:

- ideally contains at least 300 words
- includes meaningful subheadings for each paragraph
- contains search engine-relevant keywords:
  - Artist name
  - Event title/tour title
  - Venue
  - etc.

Short text / Abstract

From an SEO and customer perspective, the abstract text is one of the most important pieces of content for your event due to its prominence. You have 120 characters, including spaces, to work with.

The abstract should begin with the key highlights of your event. Here's an example (Google-relevant keywords highlighted):
Jamaican dancehall star Sean Paul is coming to Vienna for an exclusive show as part of his "TIMELESS" tour in early summer 2026.

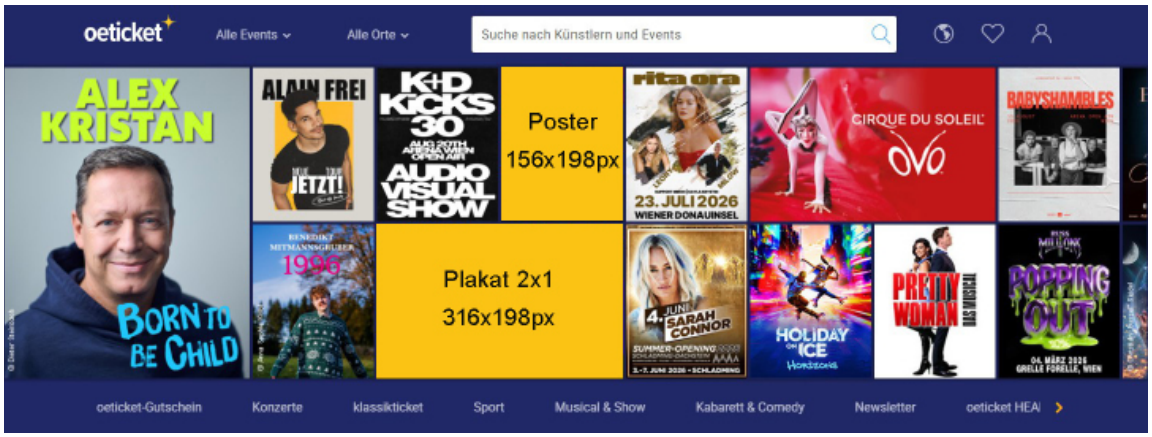


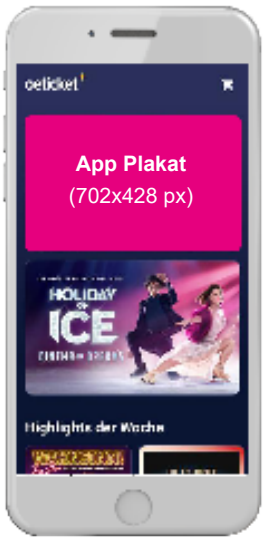
Advertising formats

In order to promote your event - for example, through personalized recommendations - we need the **poster format (156x198 px)**. The other advertising formats may be relevant for additional marketing initiatives.

You can find PSD templates for all graphic formats here.

Desktop webshop





App Plakat

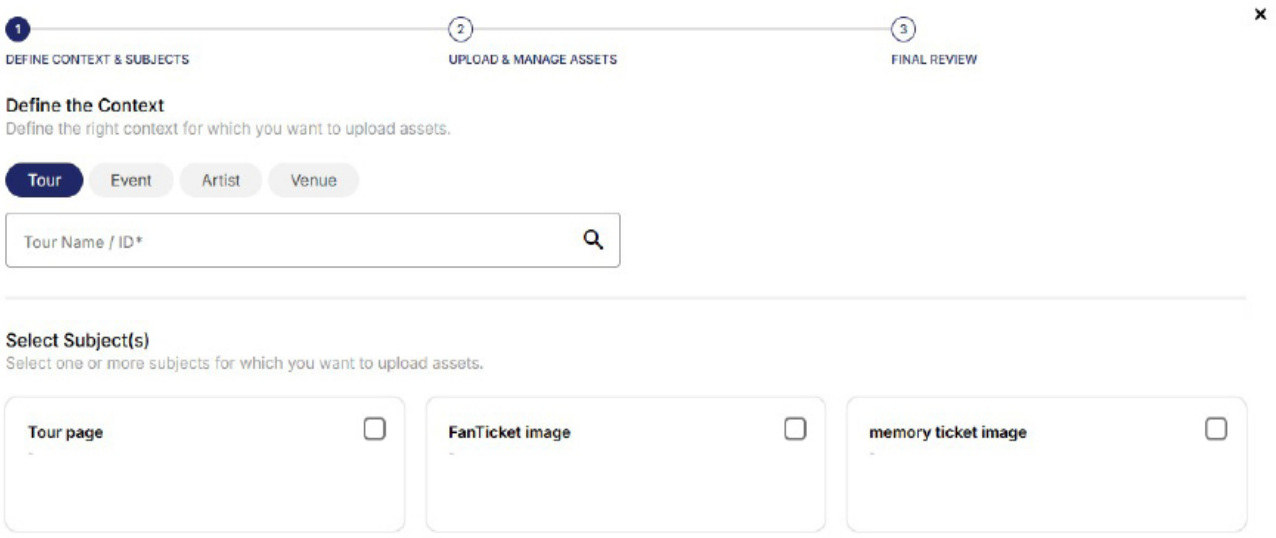


App Poster

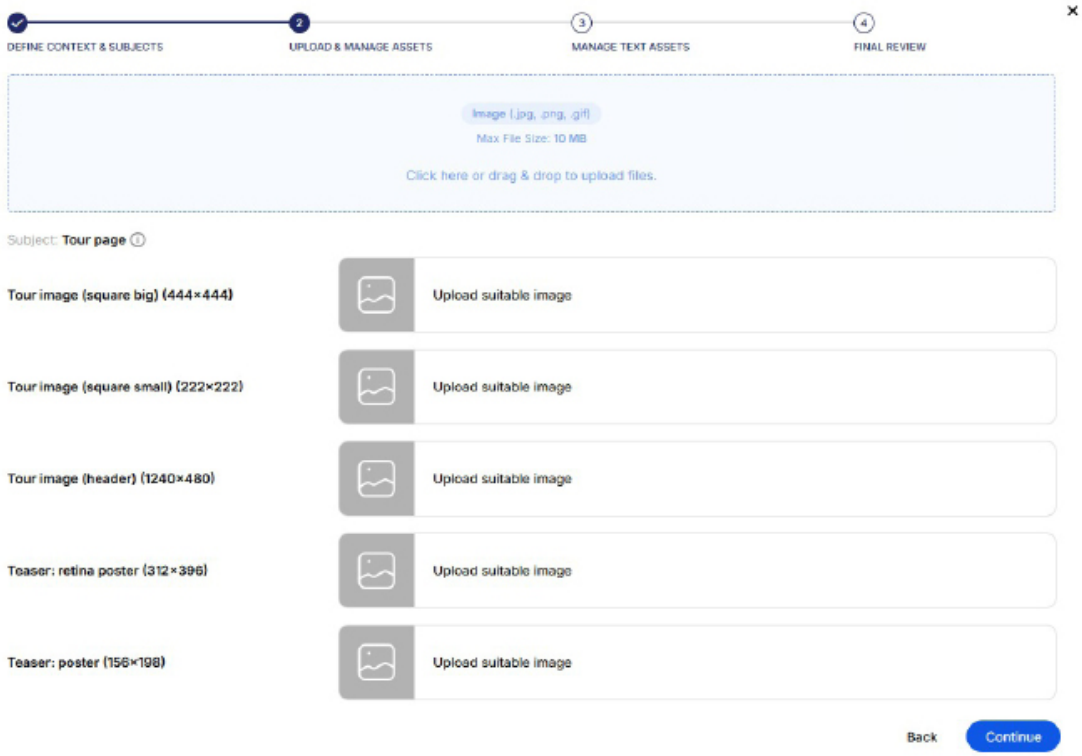
For additional advertising initiatives, such as SEA or paid media on various social media channels, please contact our colleagues in mediasales. You can reach the team by email at mediasales@eventim.at.

Media Asset Manager (MAM)
https://mam2.oeticket.com

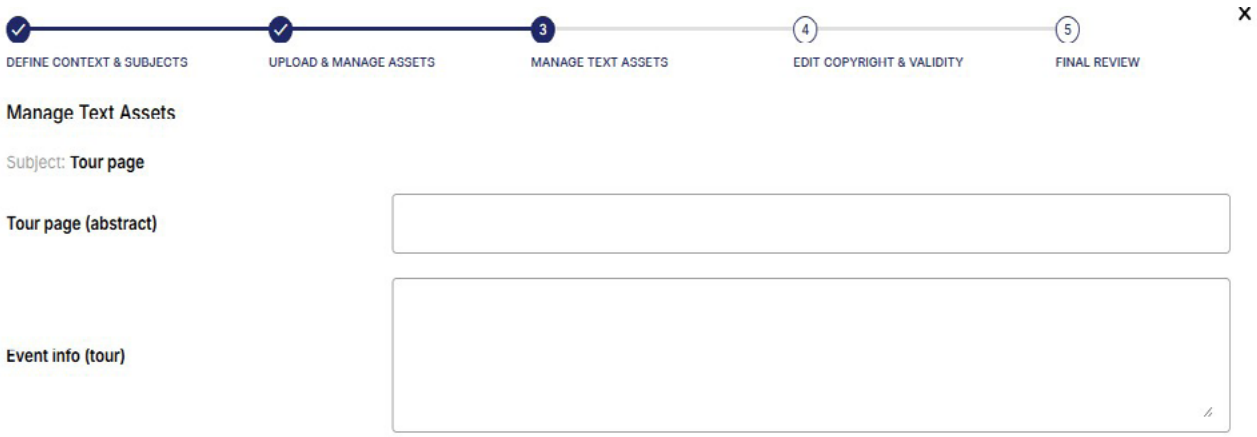
Upload images and texts
Click on “New Asset” and choose for which usecase you want to upload your assets. You may choose several usecases at the same time.



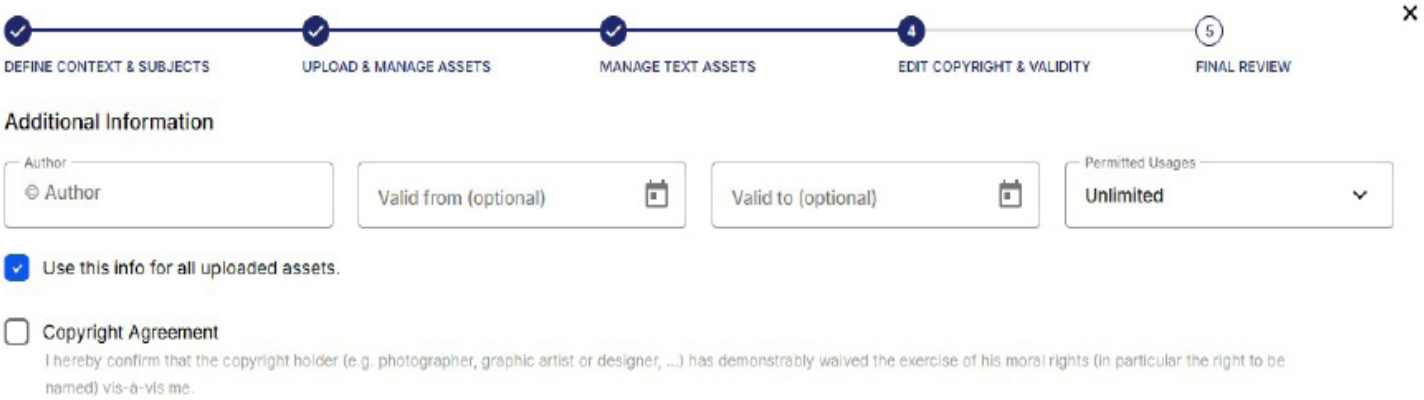
In the second step you upload your images. Should your image not match our specifications, you may manually choose an image which has the minimum resolution required. Please click on the button at the right side of the upload window and confirm the desired image crop.



In the next step, you may enter texts and name the author as well as the duration and type of use of the asset. It is highly significant to provide the correct author.



Please keep in mind: An author is the person who created the photography, illustration, collage etc. It is not relevant who commissioned the author to do so. Therefore, it is not sufficient to name your company as the author.



To complete the upload, please click “Finish Upload” and close the window once all assets have been uploaded. Your assets are now handed over to the EVENTIM team for review. You will find the content in the webshop once the asset‘s status has changed to “Ready to use”.

Type of permission of use:

- **Unlimited:** This includes the asset being used for oeticket web shop, app, mailings, social media and the oeticket-HEADLINER magazine.
- **Editorial:** Asset will only be used for the oeticket-HEADLINER magazine.
- **Social:** Asset will only be used for oeticket's social media channels.
- **Marketing:** Asset will only be used for mailings, SEA and retargeting.
- **Newsletter:** Asset will only be used for newsletters.
- **oeticket App:** Asset will only be used for the oeticket app.

Status:

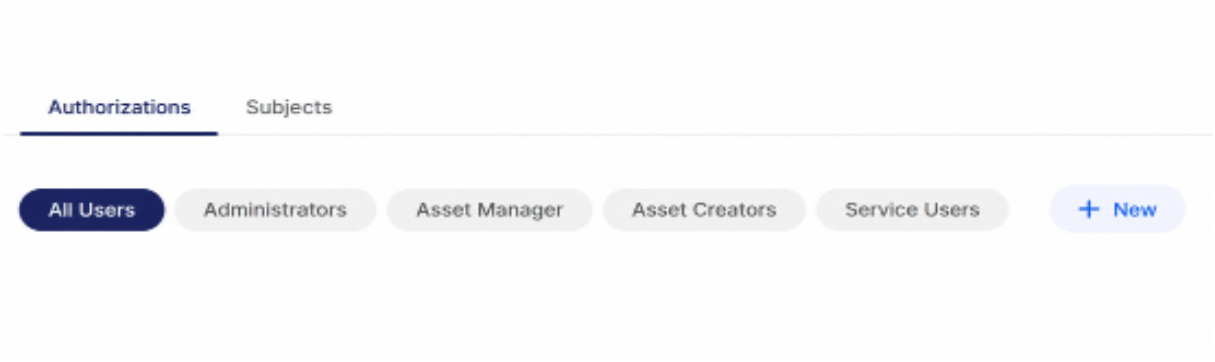
- **No status:** Here you can find all assets you have uploaded to the MAM.
- **Pending Review:** These assets have not been reviewed by the oeticket team and are not online yet.
- **Pending Deletion:** These assets have been marked for deletion.
- **Action required:** Something about the uploaded asset has to be adjusted. The oeticket team will contact you via email.
- **Ready to use:** These assets have been approved.
- **Published:** These assets have been approved and are online or are being used according to the permitted type of use.
- **Depublished:** The validity of these assets has been expired. Affected images will not be displayed anymore. You can expand the validity by changing the date in the Asset data.
- **Deleted:** These assets have been deleted, so that respective images will not be displayed anymore.

Edit asset

If you open the asset after upload, you can change certain aspects, e.g. name of the author, text etc. Please note that you cannot change the image afterwards due to legal restrictions. If you want to add a different image for your event, please upload a new asset.

User administration

Find the tab “Users” in the menu on the left. Here you can see all users who are registered for your company. You can create a new user by clicking the “New” button. This feature might be needed if there are multiple users working with MAM within your company. Please choose which type of user you want to create and then enter the user‘s e-mail address.



FanTicket

oeticket produces tickets as FanTickets featuring custom band and tour designs. FanTickets are available through the ticket portals and call centers of CTS Eventim Austria GmbH. If you have any questions, please contact us by email at VA.Service@oeticket.com.

Important: Please note that setting up a FanTicket requires coordination with the tour operator.

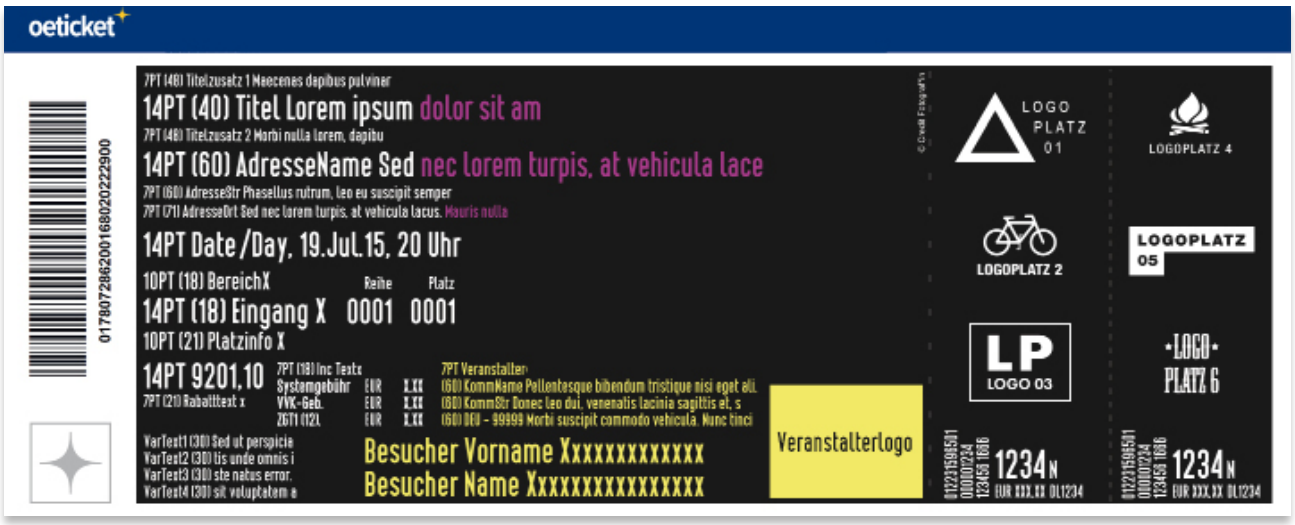
FanTicket-Layout

The FanTicket consists of two elements:

- a custom-designed background graphic
- event-specific booking information, promotional logos, and the organizer's logo, as used on standard tickets.

The ticket layout, which defines the arrangement of booking information and logos on the ticket, is predefined for the FanTicket and differs in some respects from standard tickets.

Fig.: FanTicket-Layout



The black area represents the total customizable space on the FanTicket. The event-specific booking details and system logos are arranged in the FanTicket layout in such a way that space remains in the center of the ticket for the key design elements (artist photo, band logo, artwork elements, etc.).

Upon request, the organizer‘s logo can be removed from the FanTicket. When printing the FanTicket, you can choose between black or white text and logo colors.
A template for easily creating the FanTicket graphic is available for download here.

Important: Please be sure to review the information provided here regarding copyright and usage rights.

FanTicket delivery

To set up the FanTicket, please email us the desired FanTicket graphic and the following information to: VA.Service@oeticket.com

- Name of the event(s) or tour name
- Planned advance ticket sales start date
- FanTicket text color (black or white)
- The organizer‘s logo should not appear on the FanTicket

Please note the following graphics specifications:

- **Background graphic dimensions**: 2542 x 978 Pixel oder 179,4 x 69,0 millimeters
- **Resolution**: 360 dpi
- **Color space**: CMYK
- **Format**: JPG oder PSD

Sample tickets
Before the final print setup of the FanTicket, we will send you a PDF sample ticket with dummy text for approval.

FAQ and contact information

How many images can I upload per event?

You can upload one event image per event series. Additionally, you have the option to include a header graphic.

What file formats can I use for my images?

Please use only the JPG format.

How long does it take for my images to go live?

It usually takes up to two business days for your images to be reviewed and processed by the oeticket content marketing team.

I can't find my event online. What should I do?

Please send a written inquiry with the exact event name to ourpromoter service (VA.Service@oeticket.com).

I would like to change the title, price, or date of my event.

Please send a written request with the exact event name to our promoter service (VA.Service@oeticket.com).

I'd also like to promote my event. What should I do?

If you're interested in increased event promotion, please send an email to our Media Sales Department (mediasales@eventim.at).

Contact information

content-marketing@eventim.at	All questions regarding images, text and video content
VA.Service@oeticket.com	All questions about FanTicket
mediasales@eventim.at	All questions about additional advertising options