



DIGITAL PROPERTIES & SPECIFICATIONS



MIRVISH.COM

CREATIVE REQUIREMENTS

Leaderboard

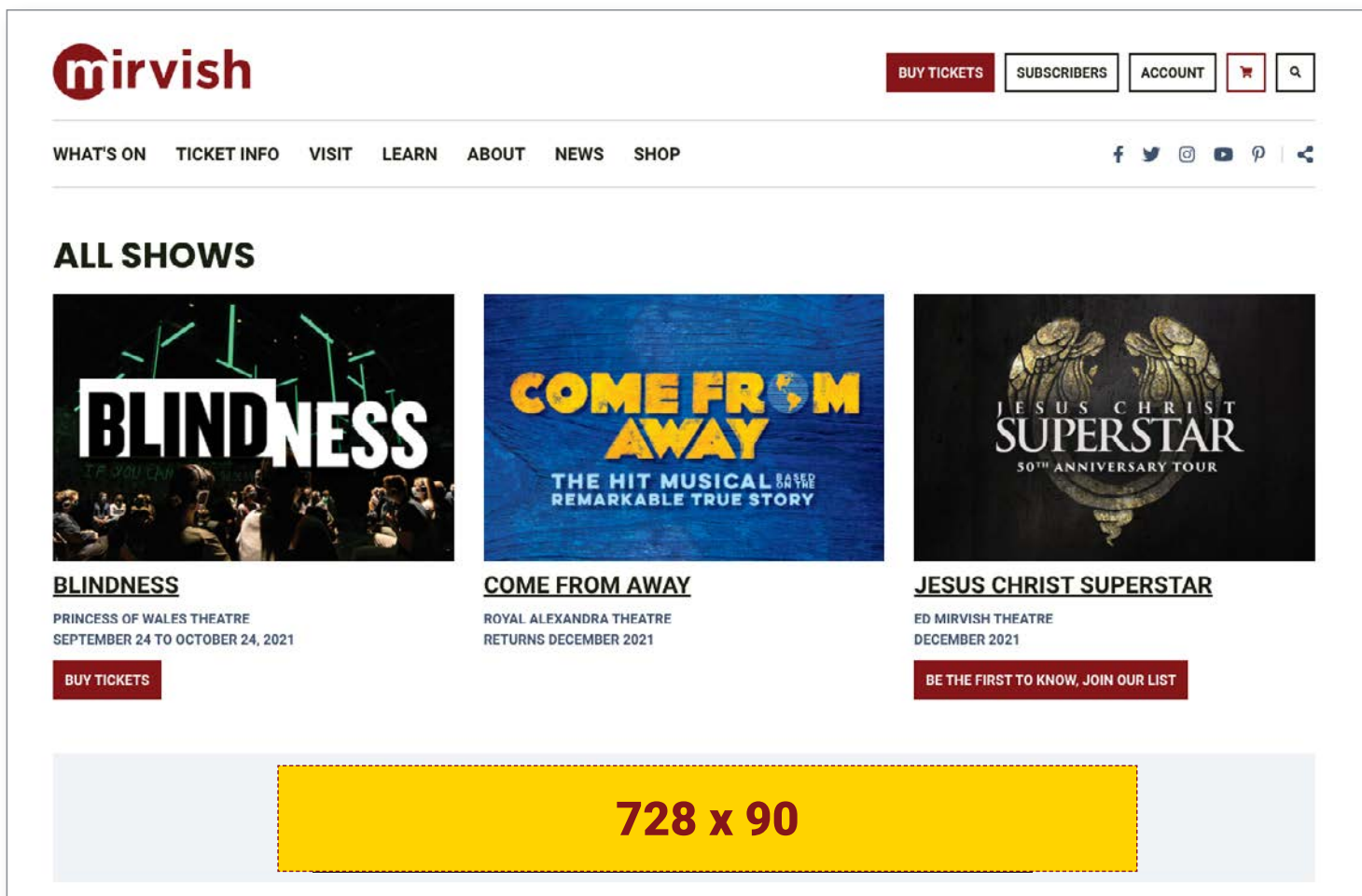
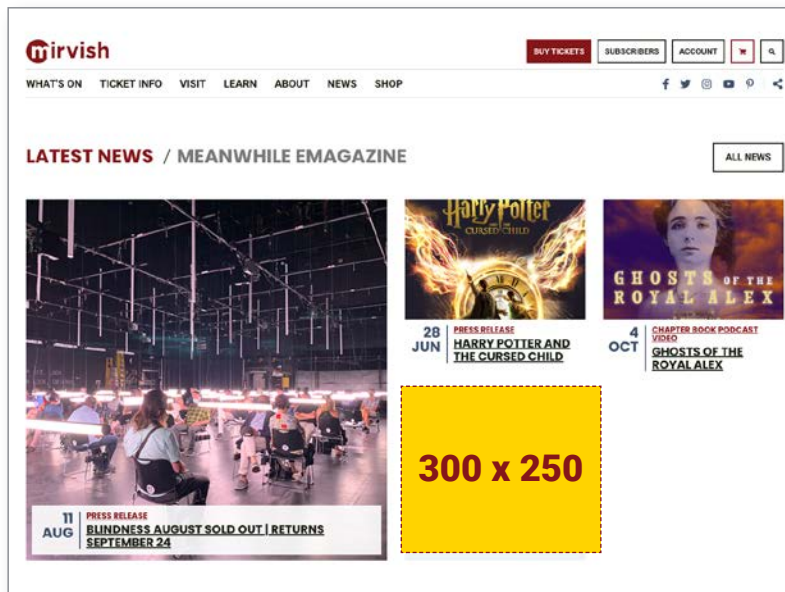
- 728 x 90 pixels (desktop)
- 320 x 50 pixels (mobile resize)

Big Box

- 300 x 250 pixels (desktop and mobile)

Half Page

- 300 x 600 pixels (desktop)
- Less than 40 kb file size
- Image banners (JPG/PNG)
- HTML5 banners (**IAB compliant HTML5 ad**, with audio, video, or animations)



MIRVISH E-MAIL LIST

The Special Offers email reaches over 500,000 engaged active ticket buyers and theatre enthusiasts weekly with upcoming show announcements and special promotional offers.

CREATIVE REQUIREMENTS

A graphic

- 576 x 250 pixels
- JPG or PNG

A headline

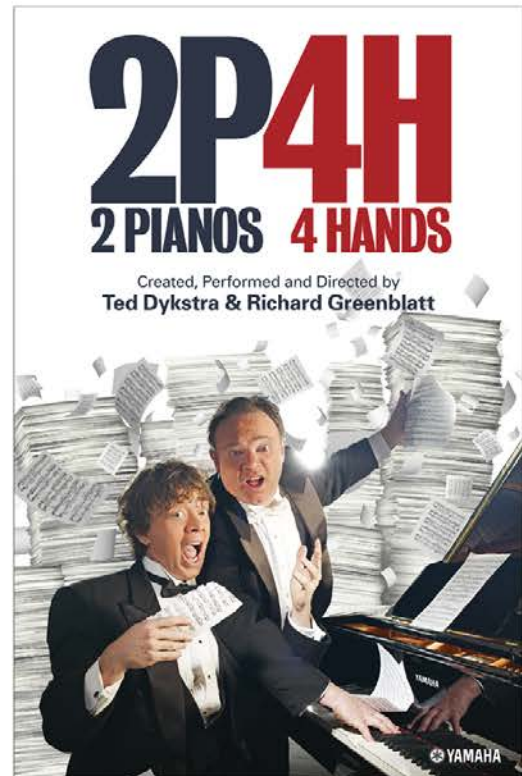
50-100 words of copy

A call-to-action with a destination URL

 mirvish

[View in browser](#)

PRIORITY ACCESS BEGINS NOW



2P4H 2 PIANOS 4 HANDS

Created, Performed and Directed by
Ted Dykstra & Richard Greenblatt

2 PIANOS 4 HANDS

Created, performed & directed by TED DYKSTRA & RICHARD GREENBLATT

JUNE 4 – JULY 17

ROYAL ALEXANDRA THEATRE

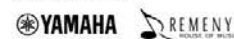
New dates and venue

After performing to standing ovations around the world since 1996, Ted and Richard will slip on their tuxedos for an exclusive presentation of their smash hit comedy.

2 PIANOS, 4 HANDS (2P4H) is a warm and funny musical entertainment about two lifetime obsessions with 88 piano keys. It's a story of aspiring talents, teachers, lessons and competitions – of disappointment and triumph.

If you caught **2P4H** in its earlier sold-out Toronto runs, you will want to see it again to enjoy its hilarity and charm. You may also want to introduce this homegrown hit, that has dazzled audiences in New York, London, Tokyo and dozens of world capitals, to family and friends – the show is perfect for everyone!

SPONSORED BY



LISTEN TO THE WEST SIDE STORY SOUNDTRACK

576 x 250

Celebrate the greatest love story ever told with music from Steven Spielberg's West Side Story, featuring all new recordings from the cast.

See West Side Story in theatres now.

[LISTEN NOW](#)

PRE- AND POST-SHOW EMAILS

Pre show: Mirvish show-goers receive an email 2 days prior to their event with useful information to help plan their visit.

Post show: Show-goers also receive an email immediately after their event requesting feedback and highlighting other shows available for purchase.

CREATIVE REQUIREMENTS

Pre-show

160 x 600 pixels (desktop)
300 x 250 pixels (mobile)

Post-show

576 x 250 pixels (desktop)
300 x 250 pixels (mobile)

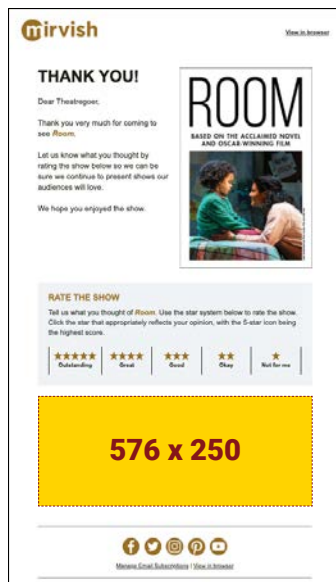
- Static JPG, GIF or PNG;
less than 40 kb

- Animated GIF;
less than 150 kb

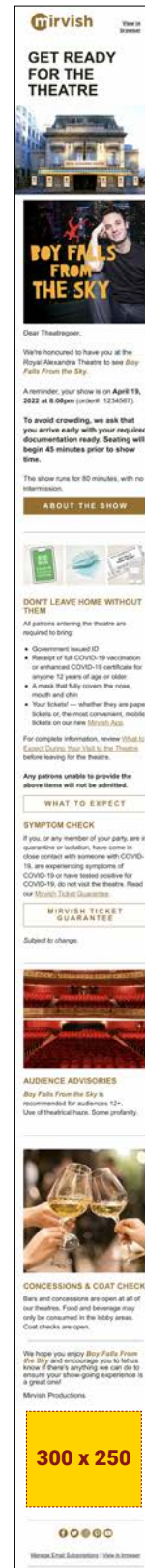
(Note: the first frame of the animation should contain all important information for cases where GIF animations are not supported.)



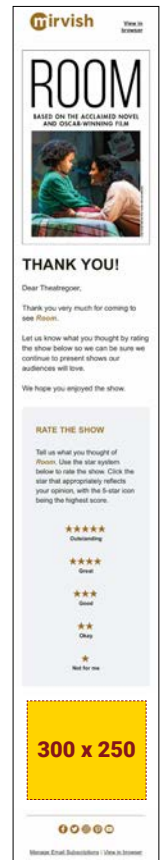
Pre-show Desktop view



Post-show Desktop view



Pre-show Mobile view




Post-show Mobile view

MOBILE TICKET ADVERTISING

CREATIVE REQUIREMENTS

- 250 x 65 pixels
- JPG, PNG, 72 dpi, RGB colour space, no animation.





Your Tickets

Thank you for your recent order. Your tickets for order #10435996 are included below. Please set your device to Light or Standard Appearance as your QR Code may not properly display in Dark Mode or Dark Appearance. If you're printing your tickets and the QR code is not appearing, please check your print settings to include background images.

David Mirvish Presents
Room
CAA Theatre
651 Yonge Street

Date Tuesday March 15, 2022
Time 8:00PM.
Ages 12+





902045

Orchestra Centre Row N, Seat 9	
Included: HST (#R101575884) & \$3.25 CIF. Added S/C \$9.75	
Order Number 10435996	Ticket Price \$ 109.00

250 x 65

250 x 65

OUT-OF-HOME DIGITAL BILLBOARDS

On the facade of the Princess of Wales Theatre (King St. and John St.) with two billboards that are East and West facing.

Above the CAA Ed Mirvish Theatre (Yonge St., south of Dundas St.) with two billboards that are North and South facing.

CREATIVE REQUIREMENTS

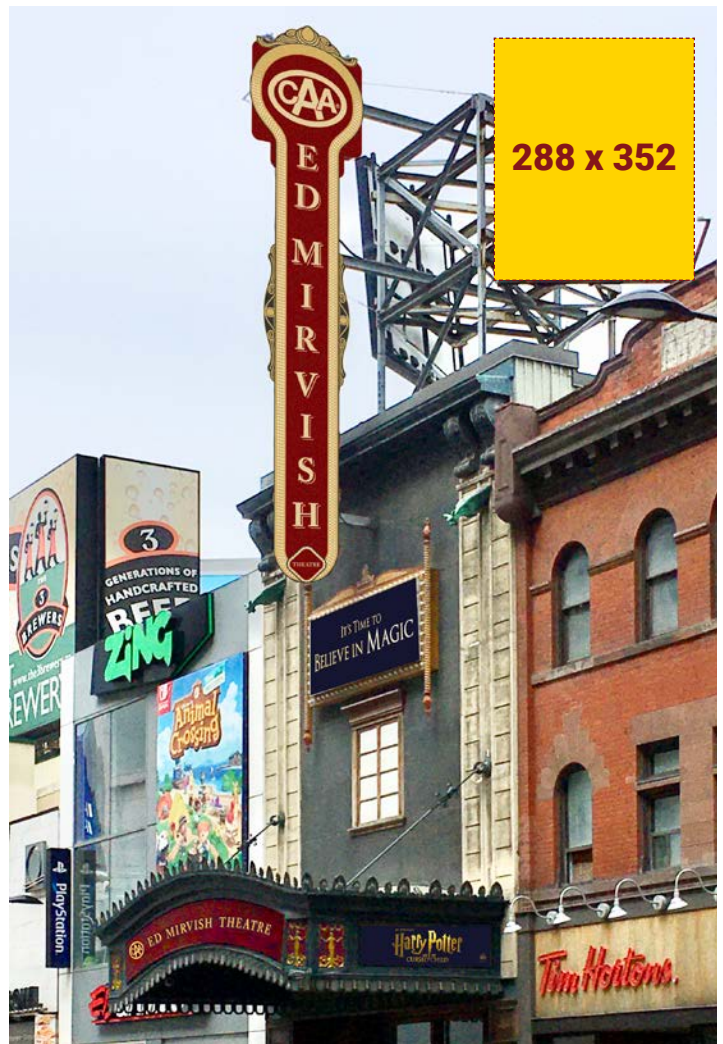
Princess of Wales Theatre

- 384 x 448 pixels
- JPG, 72 dpi, RGB colour space

CAA Ed Mirvish Theatre

- 288 x 352 pixels
- JPG, 72 dpi, RGB colour space

*Billboards sold only to Mirvish partners/advertisers. Reference to proud partner or proud supplier must be included in the billboard ad.



DIGITAL PROGRAMME ADVERTISING

CREATIVE REQUIREMENTS

1/4 page

- 600 x 280 pixels

1/2 page

- 600 x 560 pixels

3/4 page

- 600 x 840 pixels

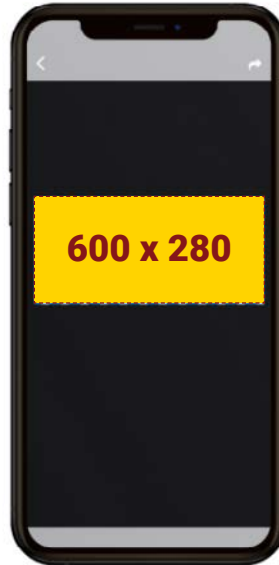
Full page

- 600 x 1120 pixels

- JPG, PNG and GIF files, including
animated GIFs.

- 150 dpi

- Maximum file size: 5 MB
(images under 1 MB recommended).



1/4 page



1/2 page



3/4 page



Full page