



DIGITAL PROPERTIES & SPECIFICATIONS



MIRVISH.COM

CREATIVE REQUIREMENTS

Leaderboard

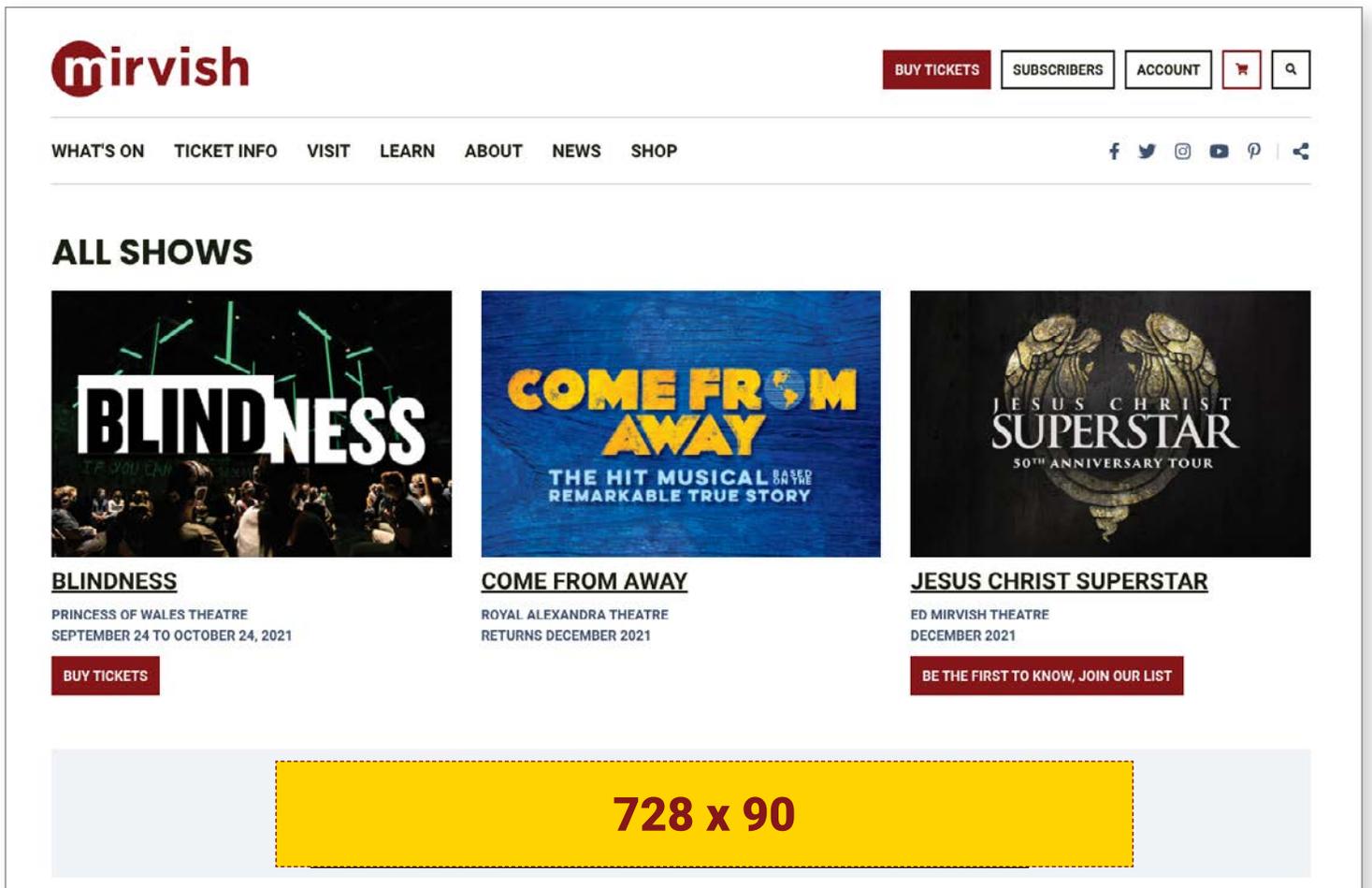
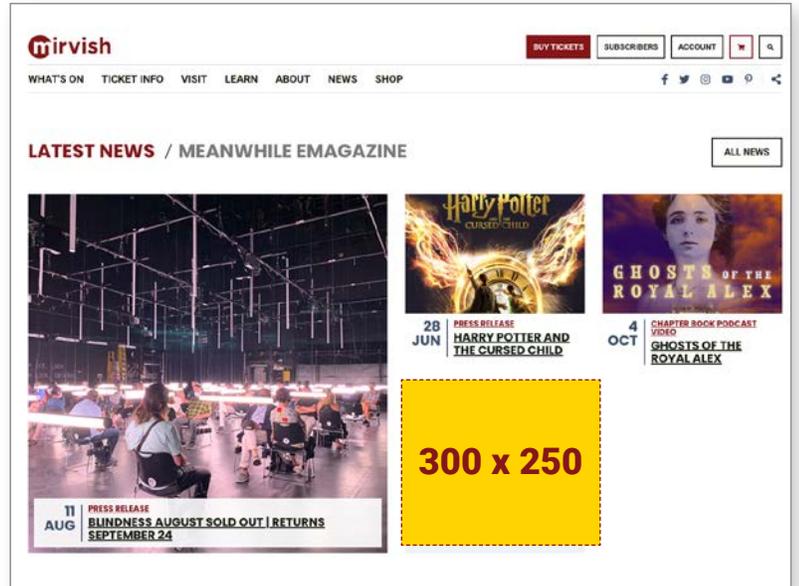
- 728 x 90 pixels (desktop)
- 320 x 50 pixels (mobile resize)

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
- Maximum file size of 70kb

A headline

50-100 words of copy

A call-to-action with a destination URL

mirvish [BUY TICKETS](#)



WHAT'S ON
mirvish

IT'S GONNA BE MAY

Here's what's happening on our stages this lusty month of May — that lovely month when ev'ryone goes blissfully astray!
(Although many of us at Mirvish Productions go blissfully astray at all times of the year...)

ON STAGE THIS MONTH

FINAL PERFORMANCES ... DON'T MISS THE MAGIC!



HARRY POTTER AND THE CURSED CHILD

MUST LEAVE JULY 2
CAA ED MIRVISH THEATRE
244 Victoria Street

SAVE 25% ON 4 TICKETS OR MORE!
Valid on performances through May 21, 2023

TUESDAY – THURSDAY	FRIDAY – SUNDAY
P1: \$387 (reg-\$516)	P1: \$417 (reg-\$556)
P2: \$357 (reg-\$476)	P2: \$387 (reg-\$516)
P3: \$327 (reg-\$436)	P3: \$357 (reg-\$476)

[ABOUT THE SHOW](#) [BUY TICKETS](#)

USE CODE **POTTER4PACK**
See full terms & conditions below

576 x 250

Apple Music Classical is here.

A new app designed specifically for classical music, now included with an Apple Music subscription*. Apple Music Classical features the world's largest classical music catalogue, with a powerful search function created for its nuances. Download the Apple Music Classical app to get started, and experience classical music like never before.

[DOWNLOAD 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

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

Post-show

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

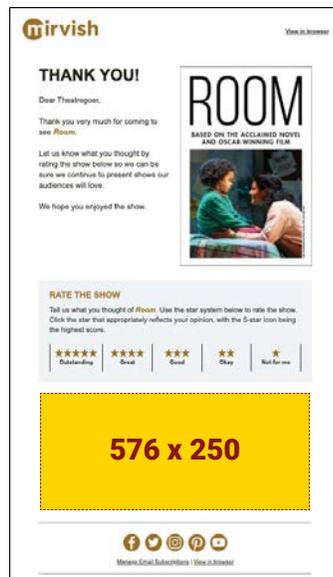
- Static JPG, GIF or PNG;
maximum file size of 100kb

- 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.)



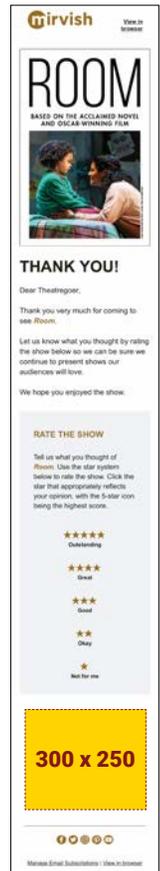
Pre-show Desktop view



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

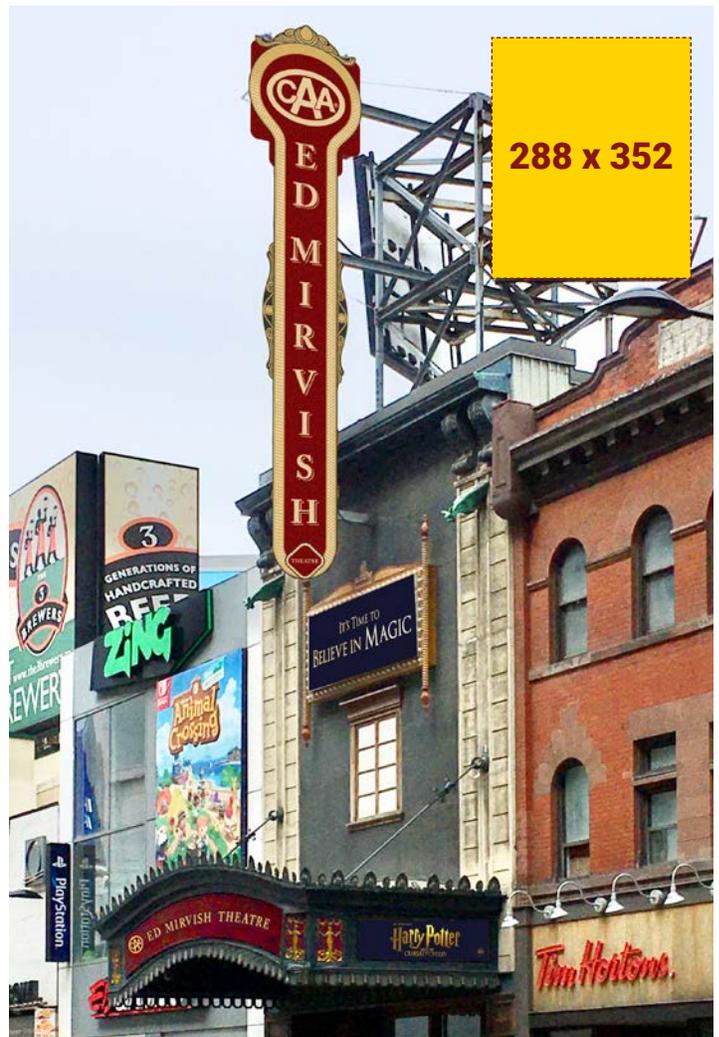
Princess of Wales Theatre

- 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

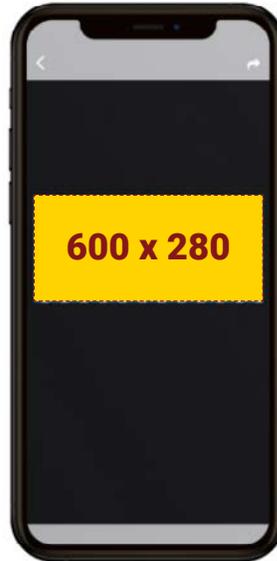
Full page

- 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