

# Content guide



Instructions for visuals  
*Status: January 2026.*

# Your events on

## www.eventim.hr



We want to support you in promoting your events to the fullest. We can only achieve this together with you. In this guide, you will learn how to best prepare text and images in a way that is user-friendly and search engine-friendly.

Please send your material (images, texts in Word or PDF format, and video links) directly to [marketing@eventim.hr](mailto:marketing@eventim.hr).

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## Content

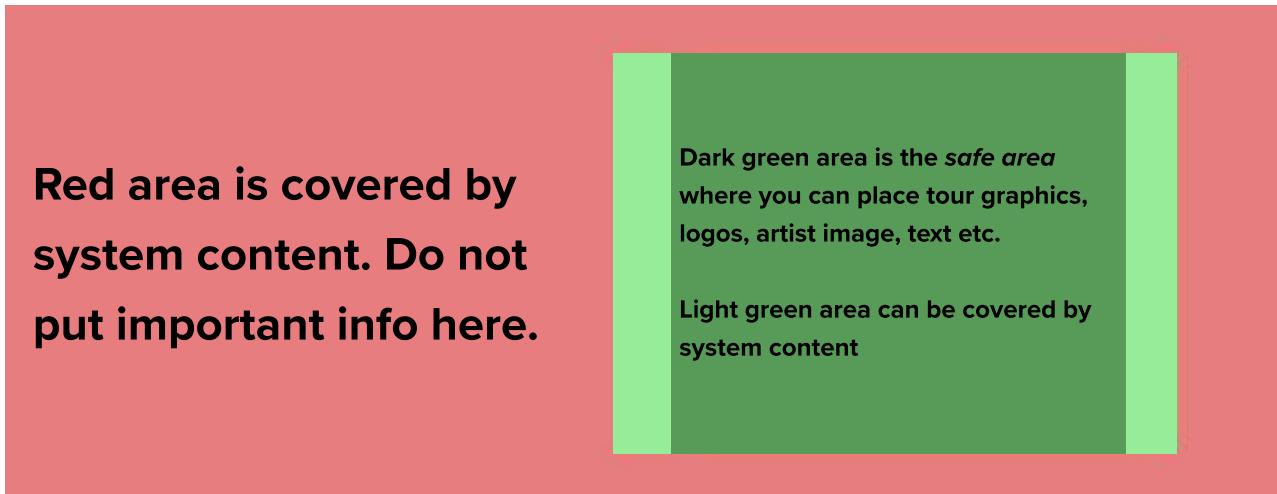
- List of materials
  - [Header Graphic](#)
  - [Square Image](#)
  - [Homepage Display](#)
  - [Text Material](#)
  - [Social Media](#)
- [Checklist](#)
- [Copyright / Image Material](#)
- [FAQ & Contacts](#)

# Header graphics

**1240x480 px**

You can find the corresponding Photoshop template [here](#).

The following points need to be taken into account for the design:



Example of header graphic on a page



# Square image

444x444 px

You can find the template [here](#).



## Display in the Top 10 events block:

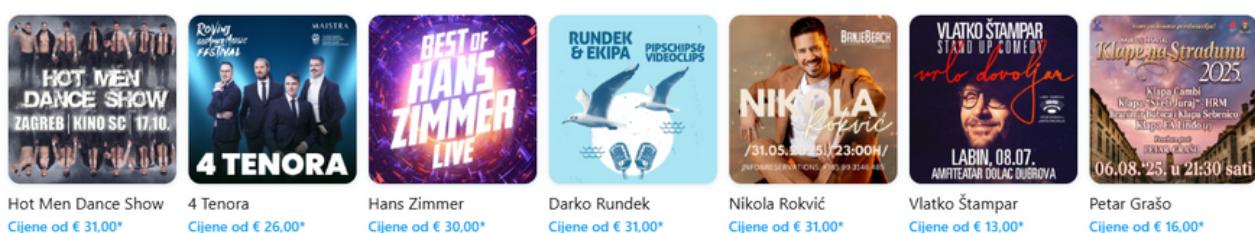
Top 10 događaja



## Display in autofill blocks:

blocks are filled in automatically, according to the event category and user interest

Preporuke za vas



eventim

# Homepage display

632x396px i 312x396px

You can find the corresponding Photoshop templates here: [large teaser](#) and [small teaser](#).



632x396px

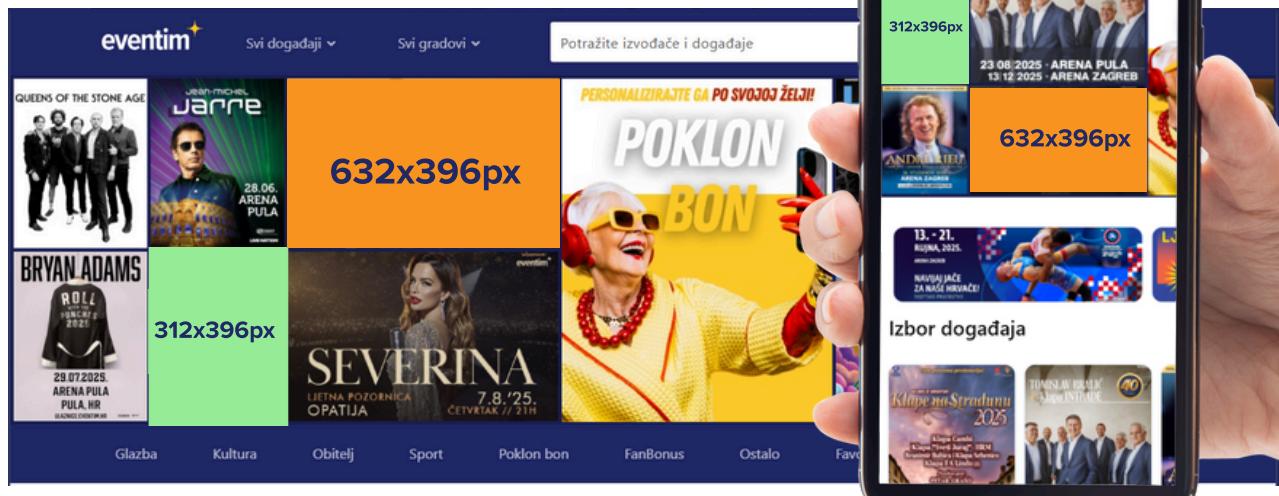
Large teaser, shown in a 2x1 block on the carousel



312x396px

Small teaser, displayed in a 1x1 block on the carousel and in other blocks of the homepage

## Example of desktop and mobile view



# Text materials

Text materials are used to help customers learn more about your event, and also to help search engines (like Google) highlight your event in search results.

Text materials should include:

- artist name
- event/tour name
- event location

If desired, you can enrich the text with information such as a short biography of the artist, additional information about the venue or tour, performance specifics, and the like.

Text materials should be no longer than 700 words (approximately the amount of text that fits on one A4 page), and ideally, it should have 300 to 350 words.

# Social networks

1080x1080 px i 1080x1920 px

You can find the corresponding Photoshop templates here: [instagram feed](#) and [instagram story](#).

1080x1080 px

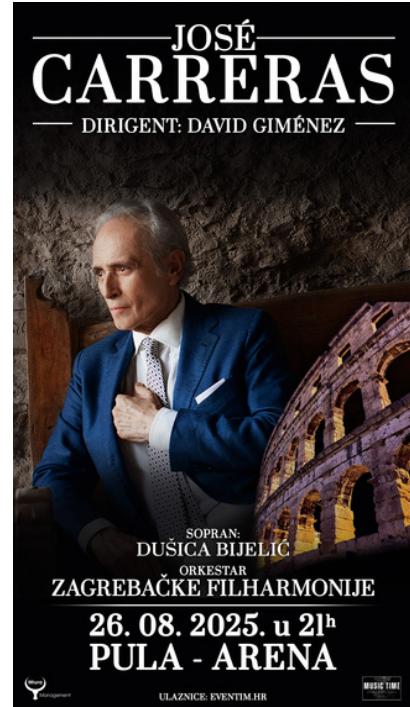


Example

Instagram

Facebook

1080x1920 px



Example - story

# Checklist

## Required materials for the web:

- Square visual 444x444 px (visible in search, homepage)
- Header graphic 1240x480 px (visible on eventpage)
- Poster teaser 312x396 px (visible on carousel, 1x1)
- Large teaser 632x396px (visible on carousel, 2x1)
- Text (event information)

## Required materials for social media:

- Square visual 1080x1080 px (Instagram post)
- Poster visual 1080x1920 px (Instagram story)

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All PSD templates for graphic formats can be found [here](#).

**Please note:** photos and graphics on eventim.hr should not contain many elements, URLs, prices, phone numbers, etc.!

Everything complete?

Send your materials to [marketing@eventim.hr](mailto:marketing@eventim.hr)

# Copyright

**It is not allowed to use images downloaded from the Internet or screenshots.**

Please ensure that your images come from reliable sources and that you are aware of the copyright. Do not use images downloaded from the Internet or screen shots.

We reserve the right not to use any submitted images if the copyright information is incomplete, inadequate or questionable.

## Image materials

**At Eventim, we believe that events with visual content are perceived as higher quality and therefore sell better than those without images.**

Below you can see what you need to consider when choosing an image. Please ensure that your images do not contain URLs, prices or phone numbers and have as few typographic elements as possible (text, etc.). Racist, pornographic, sexist and other problematic content is strictly prohibited.

Note: Only one image can be included per event series.

# FAQ & contacts

- **How many images can be published per event?**

We can place one image on the event page (square image/header graphic).

- **In what format can I integrate my images?**

We need images in JPG/JPEG format.

- **How long does it take to publish/change an image?**

Generally, we publish visuals within one business day of their submission. The publishing time largely depends on whether the materials have been prepared according to the instructions or if additional changes need to be made to them. We try to publish each change as soon as possible.

- **We have received feedback that the change has been made, but I do not see it on my device yet.**

Clear your browser cache or open the page in an incognito browser window.

- **We want additional promotion of the event. What should we do?**

If you are interested in additional promotion of the event, please contact [marketing@eventim.hr](mailto:marketing@eventim.hr)

Please send all questions about images, text, video material and FanTicket to [marketing@eventim.hr](mailto:marketing@eventim.hr)