



# Flyer Guidelines

Some helpful size guidelines to make sure your event flyer looks its best in as many places as possible when selling on PTIX.

## We use your flyer on...

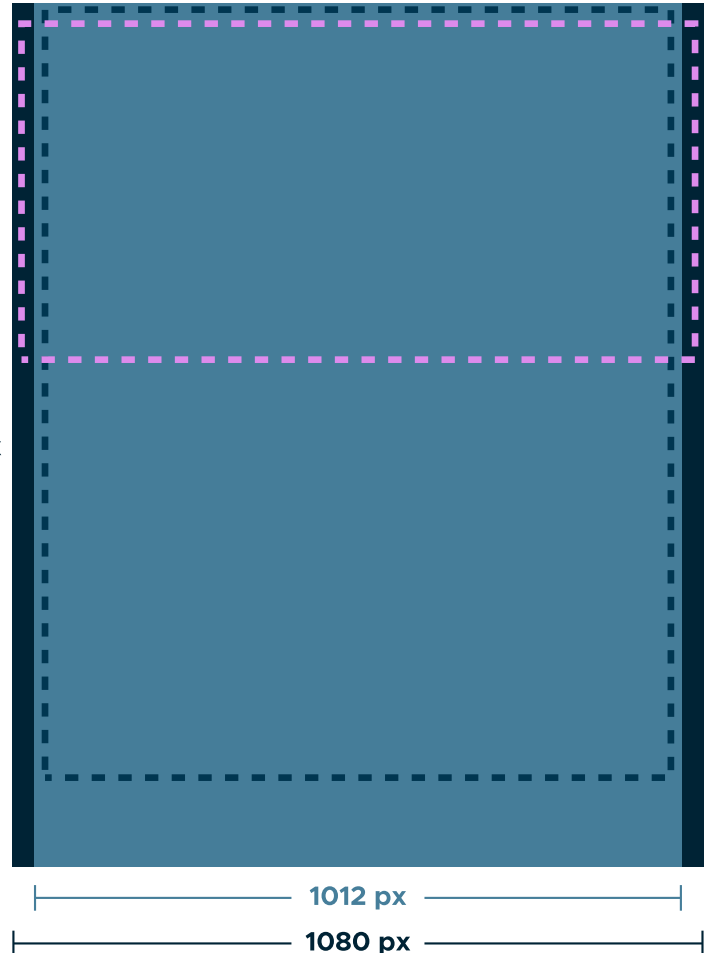
### 1 - The PTIX listings site (ptix.bm)

We recommend keeping the title and any main images of your event in the top part of your flyer (the purple dotted area).

### 2 - Our social media channels

We will post your flyer on our Instagram (Insta) and Facebook with an overlaid banner indicating where tickets can be purchased. We recommend putting any event details and sponsors in the blue dotted safe area to avoid being cut off by that banner.

1350 px



## CHEATSHEET

CREATE YOUR FLYER AT .....

INSTAGRAM PROFILE CROP AREA .....

KEEP TITLE / PRIMARY DETAILS WITHIN .....

KEEP ALL CONTENT WITHIN .....



Full size of flyer  
**1080 x 1350 px - 72 dpi** (300 dpi if printing)



Visible area on Instagram's profile grid (2025 update)  
**1012 x 1350 px**



Safe area for content on PTIX listings site  
**1080 x 550 px** (from the top of the flyer)



Safe area for content on PTIX's Instagram  
**1012 x 1200 px** (from the top of the flyer)

# Example Flyer

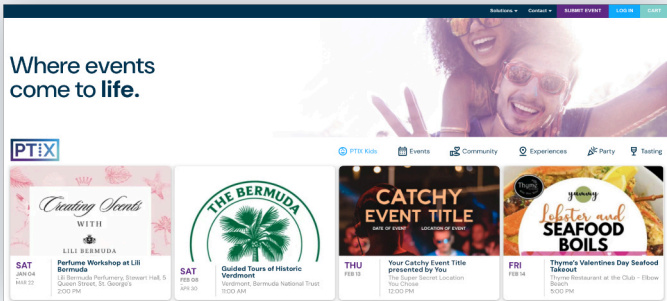
FULL FLYER - 1080 x 1350 px



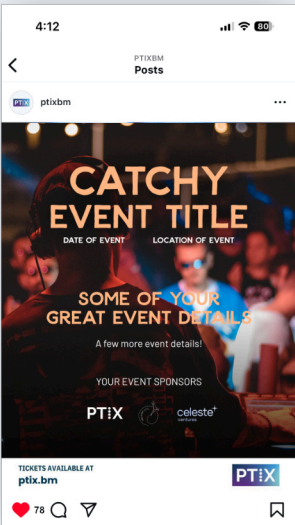
FULL FLYER WITH GUIDELINES



PTIX LISTING SITE



INSTA POST



INSTA PROFILE GRID



# 'Tickets Available on PTIX' Graphics

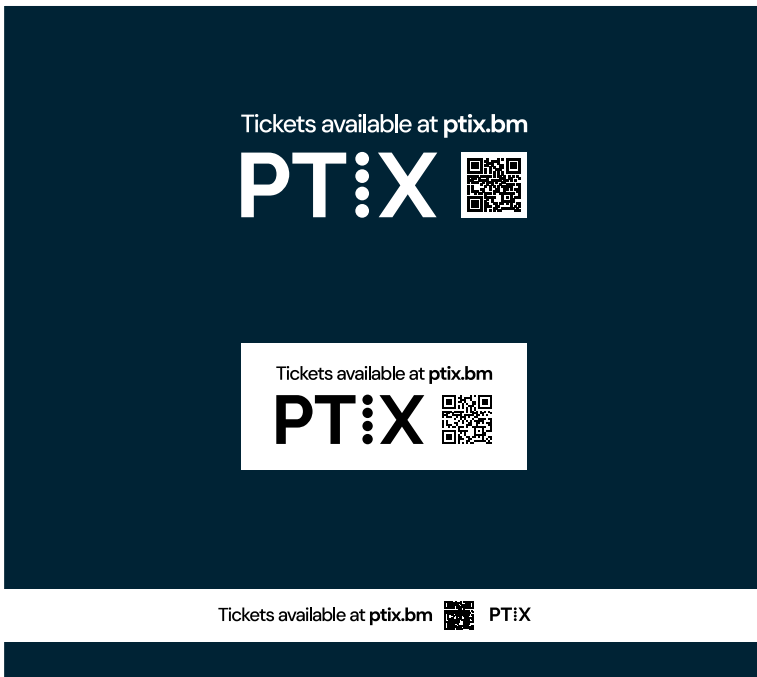
To help the public know where to buy tickets, we have a few different graphic elements you can use on your flyer.

**Keep in mind**, if using these, that it may help to have two versions of your flyer; one with and one without these graphics. This is because when posting to PTIX's social media or on the PTIX listings site, there is no need for these graphics.



**These graphics should be used on a version of your flyer that you are distributing on your own social media, or via print.**

DARK BACKGROUNDS



LIGHT BACKGROUNDS



All graphics can be downloaded for use here:

[www.ptixgroup.com/downloads](http://www.ptixgroup.com/downloads)

