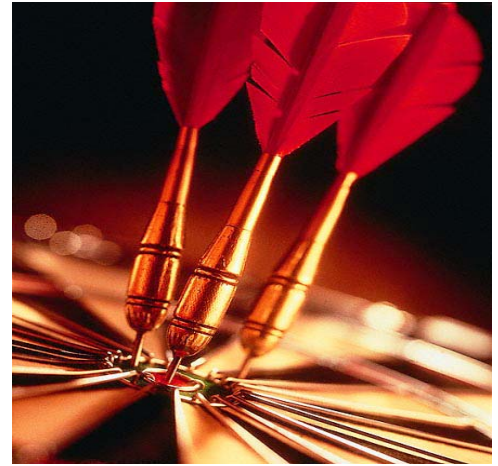


Ticketmaster Canada delivers your Audience!

Ticketmaster advertising opportunities provide you with the ability to directly reach ticket purchasers at home, in person, and online across the country.

GO LIVE AND GET LOUD WITH TICKETMASTER!
 We reach your audience, delivering a property that your audience is passionate about - entertainment.



A SNAPSHOT OF TICKETMASTER CANADA:

- Canada's largest authorized ticketing agent delivering your message to Ticketmaster's Live Entertainment customers!
- Over 14 million tickets sold annually, by more than 300 ticket agents and 800 collective staff at 7 regional call centers (Toronto, Ottawa, Calgary, Winnipeg, Edmonton, Red Deer, Vancouver, Quebec); Ticketmaster's National Website, and at more than 200 Ticketmaster outlets nationally!
- Additional opportunities are available in Quebec through Admission and Admission.com
- Tickets sold for Concerts, Sports, Arts, Family, Special Events, Music & Opera, Dance & Theatre!

A SNAPSHOT OF TICKETMASTER WORLDWIDE:

- The exclusive ticket service for hundreds of leading arenas, stadiums, performing arts venues and theatres!
- Provides convenient access to tickets for more than 350,000 events a year, including a broad range of concerts, sports, family entertainment, performing arts, and movies!
- Sells more than 75 million tickets valued at more than 3 billion dollars! 3,400 retail Ticket Centre outlets; 16 worldwide telephone call centers; and ticketmaster.com!
- Serves more than 5,000 clients U.S, South America, Canada, Mexico, Europe, and Australia! Tickets for more than 350 professional sports teams worldwide, including the 100 NFL, NHL, NBA, WNBA and more!

OUR PRODUCTS



Ticket Backs

Our most popular vehicle - over 14 million distributed annually!



Ticket Wallets

High-impact, distributed with all ticket orders!



Direct Mail

Slip your message or coupon in with mailed tickets!



Custom Opportunities

Let's build a custom campaign for you!



On-hold Advertising

Customers listen to your message while waiting!



Seats & Sites Magazine

Regional entertainment guides can carry your ad!



Ticketmaster.ca

Target your ad to browsers and buyers!



ticketFast

Your message on print-at-home tickets!

Targeting Opportunities

By Category:

| MUSIC | SPORTS | ARTS | FAMILY | MORE |
|---|--|---|---|---|
| Rock Popular Country Folk R & B Soul Hip Hop Classical Jazz/Blues | Hockey Football Baseball Basketball Curling Tennis Wrestling Lacrosse Golf | Theatre Ballet Dance Opera Musicals Dinner Theatre Symphony Recitals | Circus Ice Shows Equestrian Holiday Events Rodeos Fairs Amusement Parks | Comedy Trade Shows Raves Night Clubs Seminars Lectures Readings |

By Venue:

Ticketmaster sells tickets for the following venues, plus hundreds more!

| BC: | ALBERTA: | MANITOBA: | ONTARIO: | QUEBEC: |
|---|--|--|---|---|
| Agrodome Arts Club Revue Arts Club Theatre BC Place Stadium Chan Centre For The Performing Arts Christ Church Cathedral Club Sonar Commodore Ballroom General Motors Place Kelowna Memorial Arena Merritt Mountain Molson Indy Orpheum Theatre Pacific Coliseum Performance Works Plaza Of Nations PNE Agridome Prince George Coliseum Prince George Multiplex Queen Elizabeth Theatre Rage Richards On Richards Ryerson United Church Skyreach Place Sport Mart Place St Andrews Wesley Church Stanley Theatre Starfish Room Van East Cultural Centre Vancouver Convention & Exhibition Center Vancouver Playhouse Vanier Park Vernon Rec Centre Vogue Theatre Waterfront Theatre | Back Alley Betty Mitchell Theatre Big Secret Theatre (The Arts Center) Burns Stadium Calgary Convention Ctr Calgary Exhibition & Stampede Eckhart Gramate Hall Engineered Air Theatre Jack Singer Concert Hall John Dutton Theatre Library Macewan Hall Ballroom Martha Cohen Theatre Max Bell Centre Max Bell Theatre McMahon Stadium Pallser Hotel PENGROWTH Saddledome Pumphouse Theatre Southern Alberta Jubilee Auditorium Stampede Corral Stampede Grandstand University Theatre Commonwealth Stadium Myer Horowitz Theatre Northern Alberta Jubilee Auditorium Northlands Agricom Northlands Silver Slipper Red's-West Edmonton Mall Shaw Convention Centre Skyreach Centre The Joint The Rev Walterdale Theatre Yardbird Suite | Birds Hill Park Canwest Global Park Centennial Concert Hall Days Inn Stagedoor Franco-Manitobain Cultural Centre Gas Station Theatre Le Rendez-Vous Pantages Playhouse Theatre Prairie Theatre Exchange Rady Jewish Community Centre Royal Albert Hotel The Pyramid Victory Lane Speedway Walker Theatre West End Cultural Centre Westminster United Church Winnipeg Art Gallery | Air Canada Centre Barrie Molson Centre Brampton Centre for Sports and Entertainment Canada's Wonderland Canadian Museum of Civilisation CNE Copps Coliseum Elgin Wintergarden Theatre Centre Guelph Sports and Entertainment Centre The Government Hamilton Place Hershey Centre Hummingbird Centre for the Performing Arts Kingswood Music Theatre Lansdowne Park Lee's Palace Maple Leaf Gardens Massey Hall Molson Amphitheatre Molson Park Mosport International Speedway National Arts Centre New Yorker Theatre Oshawa Civic Auditorium Roy Thomson Hall Stratford Festival Toronto Centre for the Arts The Warehouse Varsity Arena & Stadium Waterloo Recreation Complex | Bourbon Street Nord Café Campus Casino de Hull Casino de Montréal Cégep de St-Jérôme Centre Saydie Bronfman Cheval Théâtre Cirque du soleil Concordia Concert Hall Cornwall Civic Complex Festival juste pour Rire Foufs Grand Prix F1 Kola Note Musée des Beaux-Arts de Montréal Maison de la Culture Frontenac Maison Hantée Maison Théâtre Métaforia Métropolis Molson Centre Monument National Musée du rire Place-des-Arts Salle André Mathieu Salle Jean Grimaldi Salle Pauline Julien Salle Pierre Mercure Spectrum St. John's Civic Centre Tennis Canada Théâtre de la Ville Théâtre de Quat'Sous Théâtre Denise Pelletier Théâtre Hector Charland Théâtre Prospéro Université McGill |



Ticketmaster Ticket Backs

Ticket Backs are our most popular advertising vehicle. Over 14 million System tickets are sold nationally every year, through 300 ticket agents at 7 regional call centres, more than 200 Ticketmaster Outlets, and through ticketmaster.ca.



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EK

EK

MEDIA



240750

EK

EK

MEDIA

▣ Tactical Execution:

- Brand building/Awareness campaigns
- Product Launches/Promotions
- Drives Consumers to “react” to your advertising
- Co-promotions/Bounce Backs

▣ Rationale & Benefits:

- Target your advertising message by geographical region
- Targeted, efficient media buy reaching specific demographic
- Reach “active consumers” who are spending money on “entertainment”
- Terrific frequency buy as consumers typically purchase tickets 3 months prior to event, present ticket at venue and retain as a collectible

Rates & Specs

- **Geographic Scope:** National and Regional opportunities
- **Dimensions:** 5” x 1 3/8” – 4 Colour Process
- **Annual Production:** 14 million tickets annually
- **Annual Sell through:** 14 million tickets
- **History / Sell Through:** Sold to capacity for the past 9 years
- **Rates:** 3.5 - 5 cents each / \$35 - \$50 CPM (min quantity - 150,000)
- Advertiser can alternate two different messages per region



Ticketmaster Ticket Wallets

Over two million 4 panel and 6 panel custom Ticket Wallets are distributed annually through 7 regional call centres and more than 200 Ticketmaster Outlets. Length of distribution and targeting determine the total number of ticket wallets required for your specific campaign. Opportunities are available based on geographic targeting, venue targeting, outlet distribution, credit card/ phone order/internet customer targeting, and genre targeting- sports, arts, family, theatre, with quantities ranging from 50,000- 2,000,000 depending on your objectives.



▣ Tactical Execution:

- Brand building/Awareness campaigns
- Product Launches/Promotions
- Drives Consumers to “react” to your advertising
- Co-promotions/Bounce Backs

▣ Rationale & Benefits:

- Advertisers ability to own the entire Ticket Envelope
- Specific envelopes can be distributed to ticket purchasers of specific venues
- Envelopes can be distributed by Ticketmaster outlet locations
- Enhancement to existing promotional programs-used as an alternative vehicle in the promotions media mix.
- Image based vehicle reinforcing premier sponsor of entertainment, arts and sports
- Ability to customize geographic distribution
- Terrific frequency buy as consumers typically purchase tickets 3 months prior to event and present at venue.

Rates & Specs

- **Geographic Scope:** National and Regional opportunities
- **Dimensions:** Folded size – 3 ¼” x 6 ½”
- **Annual Production:** 3.5 million ticket envelopes
- **Annual Sell through:** 3.5 million ticket envelopes
- **History / Sell Through:** Sold to capacity for the past 10 years
- **Rates:** 30 - 45 cents each, 4 and 6 panel wallets / (min quantity - 50,000)



Direct Mail and Inserts

Annually, Ticketmaster delivers hundreds of thousands of envelopes by mail and courier through our regional call centres. Your custom insert or coupon can be included with the customers' tickets to reach your target.



▣ Tactical Execution:

- Coupons
- Product launches/promotions
- Target distribution by venue or artist

▣ Rationale & Benefits:

- Ability to customize regionally
- Direct consumers to react to your offer
- Redemption of offers may be in close proximity to the event
- Targeted, Efficient Media Buy reaching specific Demographic
- Tactical creative relevant to the event the Ticketmaster consumer has purchased tickets

Rates & Specs

- **Description:** Have your insert delivered in the same envelope as the customers ticket purchase
- **Geographic Scope:** National and Regional distribution opportunities
- **Demographic Profile:** Credit Card Holders who have ordered their tickets by phone, or online, and receive tickets via courier or mail
- **Rates:** 12 cents each, and supplied by client



On-hold Advertising

Ticketmaster's regional call centres receive hundreds of thousands of calls every month. Your audio ad can be placed in rotation in our on-hold message, and will be heard by customers when in queue to purchase tickets!



▣ Tactical Execution:

- Re-enforce your Ticketmaster campaign
- Announce your product launch or sampling program

▣ Rationale & Benefits:

- Ability to customize regionally on a monthly basis
- First introduction to Ticketmaster/Advertisers Promotion
- Targeted, Efficient Media Buy reaching specific Demographic
- Tactical creative relevant to the Entertainment experience

Rates & Specs

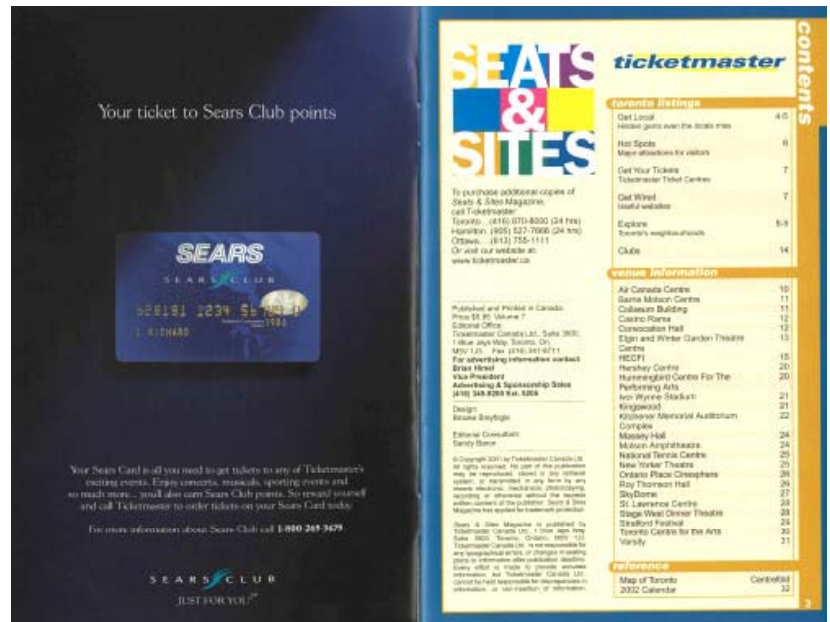
- **Description:** First point of contact for consumers prior to ticket purchase - 30 second customized spot with a maximum of 4 advertisers messages rotated monthly
- **Geographic Scope:** National with Regional overlays (7 Regional Call Centers – customized message per region)
- **Demographic Profile:** Credit card holders who receive tickets via courier or mail
- **Average Number of Monthly Listeners:** 200,000
- **History / Sell – Through:** Sold through to capacity for last 9 years
- **Rates:**
 - Ontario- \$3000 per month
 - BC- \$2000 per month
 - Alberta- \$2000 per month

 **Seats & Sites Magazine**

Ticketmaster's hot Ticket Buyer's guide is a multi-purpose tool for the event-goer. This glossy mag features seating plans for all major venues, ticket buying tips, guides to attractions, clubs and neighbourhoods in and around Toronto, and could include your ad! Also included is the **Bonus Savings Book**, which can feature your coupon!

▣ **Tactical Execution:**

- May customize size, distribution, dimensions, page count, etc. to meet entertainment, sports and arts advertising initiatives
- Retail In-pack with Instant Wins and co-promotions
- Employee / Dealer / Licensee Incentives



▣ **Rationale & Benefits:**

- Invaluable tool as consumers retain and refer to book for months and years
- Reinforces position as premier sponsor of entertainment, arts and sports
- Ability to customize national and /or regional distribution
- Will assist consumers in accelerating ticket-buying process
- Targeted, Efficient Media Buy reaching specific Demographic

Rates & Specs

- **Acquisition:** Consumers purchase for \$5.00 with ticket purchase via telephone or on-line
- **History:** Inception 1997 to Present. (Currently producing 9th edition - average 33 pages per issue.)
- **Geographic Scope:** Regional – Ontario, B.C., Alberta
- **Frequency / In-Market Timing:** Published annually, released in November
- **Ticketmaster Distribution:** 20,000-40,000 per region
- **Dimensions:** 5 1/4" x 8", 4/4 colour process
- **Rates:** \$4000-\$6000 per full page ad per regional edition.



Seats & Sites Magazine Bonus Savings Book


Coupon offers are provided as a gift with purchase of the *Seats & Sites* magazine!

▣ Tactical Execution:

- Tremendous branding vehicle as Ticketmaster will super-impose Corporate or brand logos on each respective coupon in the book
- May customize size, distribution, dimensions, page count, etc. to meet entertainment, sports and arts coupon initiatives
- Retail In-pack with Instant Wins and co-promotions
- Employee / Dealer / Licensee Incentives

▣ Rationale & Benefits:

- Invaluable tool as consumers redeem the coupon offers prior to expiry
- High perceived value (premium) as consumers receive the bonus book when they purchase the \$5.00 *Seats & Sites* magazine
- Ability to customize national and /or regional distribution

| | | |
|---|---|--|
| <p>Located across from Square One Shopping Centre, Alice Fazooli's! offers great regional Italian and southern Crabshack specialties, sensibly priced drink, with a familiar, casual style. Open for lunch, dinner and late night dining, 7 days a week! Free Parking. www.alicefazoolis.com</p> |  <p>AL FRISCO'S Pacific Coast fare with a Mediterranean attitude. 133 John Street Pleasanton 415-505-8200</p> | <p>AL FRISCO'S 2 for 1 You and your guest are invited to enjoy one complimentary ENTRÉE when a second ENTRÉE of equal or greater value is purchased. Up to \$25.00 value. Valid anytime. <small>Not valid with any other offers. Limit 1 coupon per couple. Coupon has no cash value.</small> Offer expires July 30, 2001</p> |
|---|---|--|

Rates & Specs

- **Acquisition:** Consumers receive as a GWP when they purchase a *Seats & Sites* magazine
- **Consumer Value:** Dependant on offers
- **History:** Inception 1997 to Present. (Currently producing 6th edition - average 20 pages per book with 8 different Licensee 2-for-1 offers)
- **Geographic Scope:** Regional – Ontario, B.C., Alberta
- **Ticketmaster Distribution:** TBD based on distribution by region
- **Dimensions:** 2 1/2" x 5 1/4", 4/4 colour process
- **Rates:** TBD based on distribution per region.



Hit your target on line. The Ticketmaster National website is an effective way to link your product or service with the world of Canadian entertainment.

▣ **Tactical Execution:**

- Run of site
- Geo Targeted regional pages
- Category target by sports, concerts, family and arts

▣ **Rationale & Benefits:**

- Hot link and clickthrough consumers to a specific destination
- Targeted, Efficient Media Buy reaching specific Demographic
- Tactical creative relevant to the Ticketmaster ticket purchaser
- Use as entry point for contests and promotions
- Click-through to micro sites



Rates & Specs

- **Geographic Scope:** Worldwide, with www.ticketmaster.ca specifically designated to Canadian marketplace
- **Demographic Profile:** Credit card holders who receive tickets via courier or mail
- **Annual Sell through:** Currently 45% of all Ticketmaster sales occur on-line
- **Total Number of Unique Visitors:** 800,000 monthly
- **Total Number of Page Views:** 50 Million monthly
- **Rates:** \$15.00-30.00 CPM



Ticketfast is a new, innovative addition to the ticketmaster.ca buying experience. Consumers can choose to print their tickets themselves on a standard sheet of paper, rather than standing in a will call line or waiting for tickets to be mailed. Each ticket contains the customers name, account number, and partial credit card number. The full- page ticket has extra space for seating charts, directions, and advertising and promotional opportunities. The unique barcode printed on the ticket is scanned at the venue verifying ticket validity automatically.

Now customers can order their tickets online at www.ticketmaster.ca, and print their tickets at home for events at the National Arts Centre in Ottawa, the Hummingbird Centre for the Performing Arts in Toronto, Casino Rama, the New Yorker Theatre in Toronto, and GM Place in Vancouver – with more venues to be added in the future!

Tactical Execution:

- Brand building/Awareness Campaigns
- Product Launches/Promotions
- Drive Consumers to react to your advertising
- Co-promotions and Bounce Backs

Rationale & Benefits:

- Target your advertising based on reaching Ticketmaster customers who have purchased tickets online, and print their tickets at their leisure on an inkjet or laser printer at home or work.

Rates & Specs

- **Geographic Scope:** Selected venues across Canada
- **Dimensions:** 3.25" x 3.25"
- **Specs:** Photos/bitmap images are not suggested due to filesize restrictions; suggested AI or EPS vector format with all fonts converted to lines, high contrast
- **Rates:** TBD

ticketmaster This is your ticket.
Present this entire page at the event.

PURCHASED BY: TEST2/BROOKE A SECTION: CTR ROW: A SEAT: 20
 CONFIRMATION NUMBER: 17-31283/TOR CREDIT CARD NUMBER: 5****2726

Thank you for choosing ticketfast™ Our new faster delivery method.

| | | | | | |
|----------|-----------------------|-------|----|-------|----------|
| ENW2P12E | CTR | A | 20 | ADULT | ENW2P12E |
| 47.50 | CTR GOLD CIRCLE | 52.25 | | | 15 i 22 |
| 4.75 | NEW YORKER PRESENTS | | | | CH 29164 |
| CTR | THE VAZINA MONOLOGUES | | | | CTR |
| MC 1X | BY EVE SINDLER | | | | MCZ1P526 |
| A 20 | NEW YORKER THEATRE | | | | A |
| Z1P526A | 451 YONGE STREET | | | | A 52.25 |
| 23APRO2 | WED JUN 12/02 8PM | | | | 20 |

3380334407010913

match.com
the premiere online matchmaking service.

NEW YORKER THEATRE

STAGE

Important Instructions:

- The barcode only allows one entry per scan.
- Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

ENW2P12E Section: CTR Row: A Seat: 20 Ticket: 1 of 1

3380334407010913

Keep this ticket in a safe place as you would money or regular checks. Ticketmaster is not responsible for...
 By using this ticket you agree to the terms and conditions associated with the ticket which are...
 promptly checked at http://www.ticketmaster.ca/printmytickets.htm



Other Opportunities

There's a host of exciting customized sales promotion options available through Ticketmaster, www.ticketmaster.ca, [Admission and admission.com](http://Admissionandadmission.com).

▣ Examples:

- Gift Certificates as licensee, trade & sales force incentives!
- Free tickets & private boxes as consumer/licensee prize!
- Product advertising/sampling at Ticketmaster outlets - Tickets, and Gift Certificates!
- Traffic drivers via ticket backs, print my own, and all Ticketmaster sponsorship properties
- Regional, National, Continent Wide or Worldwide Promotion Options!

Ticketmaster Canada is currently offering a FREE Direct Mail opportunity for selected advertisers!

Our new **Added Value Initiative** gives you the chance to distribute your offer or coupon to Ticketmaster customers who purchase our Toronto-area Ticket Buyer's Guide, **Seats & Sites!** This distribution opportunity is provided to you **at no cost**.

Details

We're looking for real added value to help increase our customer base. Your offer will be used as an upsell feature in our agent pitch, either as a specific feature or part of a value package, depending on the offer. We will select offers based on their appeal and value to Ticketmaster customers.

Distribution

Coupons will be distributed in envelopes mailed directly to customers with the magazine. These credit card customers have purchased the magazine with tickets by telephone, or directly online.

Specifications

- Inserts to be supplied by client.
- Maximum flat size: 3-1/4" x 6-1/4"
- Maximum weight: 5 grams

More information

For more information or to submit your offer, please contact Brian Himel by email at brian.himel@ticketmaster.ca or by phone at 416-345-9200 ext.5205.