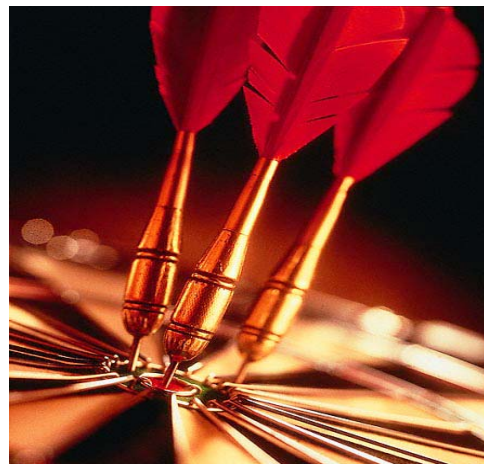


***Ticketmaster brings you TargetMarketing!***

Ticketmaster advertising opportunities provide you with the ability to acquire new customers, strengthen customer relationships, and motivate your retail and distribution channels.

**We reach your audience, delivering a property that your audience is passionate about - entertainment.**



**A SNAPSHOT OF TICKETMASTER WORLDWIDE:**

- The exclusive ticket service for hundreds of leading arenas, stadiums, performing arts venues and theaters!
- 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!



***Custom Opportunities***

*Let's build a custom campaign for you!*



***Direct Mail***

Slip your message or coupon in with mailed tickets!



***Ticketmaster.com***

Target your ad to browsers and buyers!



***ticketFast***

Your message on print-at-home tickets!

## Targeting Opportunities

By Category within a region:

MUSIC	SPORTS	ARTS	FAMILY
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

By Region:

Ticketmaster sells tickets for the following regions:

MARKET	REGION	AREAS
Alabama	South East	
Albany	North East	Capital District and Vermont
Albuquerque	West	New Mexico
Boston	North East	Massachusetts, New Hampshire, Maine, and Providence Rhode Island, Burlington Vermont
Central Florida	South East	Orlando/Daytona
Charlotte	South East	North/South Carolinas,Raleigh,
Chicago	Mid West	Chicago, Downstate, IL
Cincinnati	Mid West	Knoxville, Huntington,Lexington KY,Dayton OH, Charleston WV
Cleveland	Mid West	NE Ohio,Akron,Canton,Sandusky,Youngstown
Columbus	Mid West	Urbana,Bellefontaine, Findlay,Lima,Marion,Cambridge,Athens,Portsmouth,Chillicothe,Washington Court House
Connecticut	South East	See NY
Dallas	South East	Oklahoma City, Tulsa,Waco,Tyler, Ft. Worth
Delaware Valley	North East	Philadelphia, Southern NJ, Delaware
Denver	West	Colorado, New Mexico, Wyoming
Des Moines	Mid West	Cedar Rapids,Sioux Falls, Lincoln,Ames,Onaha,Quad Cities
Detroit	Mid West	Detroit, Lansing, Toledo, Windsor Ont.,Grand Rapids, Kalamazoo, Battle Creek
El Paso	South East	Las Cruces NM, Juarez Mexico
Georgia	South East	Atlanta
Houston	South East	Beaumont,College Station,Conroe,Galveston,Baytown,Humble,Sugar Land,Texas City,The Woodlands
Hawaii		
Indianapolis	Mid West	Evansville, Ft. Wayne, South Bend, and NW Kentucky
Kansas City (Not St. Louis)	Mid West	
Las Vegas	West	Southern Nevada
Little Rock	South East	Only Little Rock
Los Angeles	West	Southern California excluding San Diego,Orange County to Bakersfield
Louisiana, Mississippi, Pensacola	South East	Biloxi, Baton Rouge, Mobile/Pensacola, MJV, New Orleans
Memphis	South East	Eastern/Central Arkansas
Milwaukee	Mid West	Wisconsin
Minneapolis	Mid West	North Dakota,Western Wisconsin, Upper Midwest
Nashville	South East	Mid Tennessee,Murfreesboro,Antioch,Cookeville,Clarksville,Dickson-Southern KY,Bowling Green,Hopkinsville
New York	North East	NY City, Westchester, Long Island, 5 Boroughs, Connecticut(New Haven,Hartford,Danbury), Northern/Central NJ
Omaha	Mid West	See Des Moines
Phoenix	West	
Pittsburgh	Mid West	Erie PA, WV, Morgantown, Wheeling,Chester, Youngstown OH.
Portland	West	Oregon, SW Washington
Richmond	South East	Fredericksburg, Petersburg,Glen Allen,Ashland,Mechanicsville
Salt Lake City	West	Utah
San Antonio	South East	Corpus Cristi,Laredo,McAllen, Austin
San Diego	West	Northern Mexico
San Francisco	West	Northern California, Reno, Sacramento
Seattle	West	South West Washington
South Florida	South East	Miami, Ft. Lauderdale, Palm Beach
St. Louis	Mid West	
Tampa/ West Coast Florida	South East	St. Pete, Clearwater,Lakeland,Brandon,Sarasota,Zephyrhills,Ft. Myers, Naples,Plant City,Estero
Upstate New York	North East	West and Central New York, Buffalo, Rochester, Syracuse,Elmira, Utica, Binghamton
Virginia	South East	Tidewater, V Beach, Norfolk, Portsmouth, Chesapeake, Newport News, Hampton, Suffolk,Williamsburgh



**Ticketmaster Ticket Backs**

Ticket Backs are our most popular advertising vehicle. Over 80 million System tickets are sold nationally every year, through Ticketmaster Charge-by-Phone, Ticketmaster Ticket Centers, and through ticketmaster.com.

▣ **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, Regional and Local opportunities
- **Distribution:** Charge-by-Phone, Ticket Centers, ticketmaster.com, and select Box Offices
- **Dimensions:** 5" x 1 3/8" – 4 Colour Process
- **Rates:** 2.5 - 4 cents each / \$25 - \$40 CPM (min quantity - 250,000)
- Advertiser can alternate a maximum of three different messages per region



## Ticketmaster Ticket Wallets

Over 13 million 4 panel and 6 panel custom Ticket Wallets are distributed annually through Ticketmaster Charge-by-Phone, Ticket Centers, and ticketmaster.com. Length of distribution and targeting determine the total number of ticket wallets required for your specific campaign. Opportunities are available based on geographic targeting, outlet distribution, credit card/ phone order/internet customer targeting, and genre targeting-sports, arts, family, theatre, with quantities ranging from 50,000- 13,000,000 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”
- **Rates:** 4 Panel Wallets: 20 - 30 cents each (min quantity - 50,000)  
6 Panel Wallets: 35 - 50 cents each (min quantity - 50,000)



## Direct Mail and Inserts

Annually, Ticketmaster delivers millions of envelopes by mail and express mail through our distribution centers. 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





**Ticketmaster.com**

Hit your target on line. The Ticketmaster National website is an effective way to link your product or service with the world of 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.com specifically designated to US marketplace
- **Demographic Profile:** Credit card holders who receive tickets via courier or mail
- **Annual Sell through:** Currently 30% of all Ticketmaster sales occur on-line, with objective to increase to 45% by 2003
- **Total Number of Unique Visitors:** 300,000 monthly
- **Total Number of Page Views:** 4 Million monthly
- **Rates:** \$15.00-30.00 CPM



**ticketFast**

Ticketfast is a new, innovative addition to the ticketmaster.com 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 customer's 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.com](http://www.ticketmaster.com), and print their tickets at home!

▣ **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.

**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	17-31283TOR	CREDIT CARD NUMBER	5****2726				

Thank you for choosing ticketFast™ Our new faster delivery method!

ENWF12E	CTR	A	20	ADULT	ENWF12E
47.50	CTR	GOLD	CIRCLE	52.25	15 122
4.75	NEW YORKER PRESENTS		CN 29164		
CTR	THE VAGINA MONOLOGUES		CTR		
MC	1X	BY EVE SINGLER	WCEIP526		
A	20	NEW YORKER THEATRE	A	52.25	20
ZIP526A	651 YORGE STREET				
23APRO2	WED JUN 12/02 8PM				

**match.com**  
the premiere online matchmaking service.

**NEW YORKER THEATRE**

**Important Instructions:**

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

ENWF12E Section: CTR Row: A Seat: 20 Ticket: 1 of 1

3360334467010913

**Rates & Specs**

- **Geographic Scope:** Selected venues across the US
- **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:** 10 cents per impression, minimum buy 50,000 impressions



## ***Other Opportunities***

There's a host of exciting customized sales promotion options available through Ticketmaster, ticketmaster.com, ticketmaster.ca, Admission and admission.com.

### ▣ **Examples:**

- Gift Certificates as licensee, trade & sales force incentives!
- Free tickets & private boxes as consumer/licensee prize!
- Product advertising/sampling at Ticketmaster Ticket Centers - 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!