



ticketmaster[®]

Ireland's Premier Entertainment Website

OUR REACH

✓ **738,430**

total unique visitors per month (Omniture)

✓ **518,712**

unique Irish users per month (Omniture)

✓ **3.5 minutes** is
the average time a user spends
on the site

✓ **Reach 19.1 %**
of all Irish internet users
(source Comscore)

✓ **400,000** opted in email
subscribers and **2.2 million**
Irish members

✓ **The 25th** most
popular website in
Ireland
(source Comscore)

Ticketmaster.ie is the most popular
entertainment website in Ireland

ticketmaster[®]

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Ireland's most Popular Entertainment Website

Ticketmaster.ie vs Entertainment.ie

Comscore Top 100 Irish Websites

No. 25 *ticketmaster*[®]

400,000 unique Irish users

18.9% Reach

7 Total Pages Viewed on average

No.36  **entertainment.ie**

281,000 unique Irish users

13.3% Reach

4 Total Pages viewed on average

ticketmaster[®]



TURN IT UP!

MUSIC IS AN EMPOWERING FORCE

Ticketmaster allows brands to connect with passionate, engaged customers while they discover, purchase and attend live events.

ticketmaster[®]

“Ticketmaster users are experienced, highly active users of the Internet, enthusiastic about new technologies and comfortable spending online”



Ticketmaster | Customer Insights (February 2011)

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Note: Period Dec 10

Source: Nielsen

nielsen
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ticketmaster®



STEP OUT

ONTO OUR

DIGITAL STAGE

ticketmaster[®]

ticketmaster® Homepage

Clear Credit Card
One of The Lowest
APR Rates in Ireland



Apply Online Now

Bank of Ireland

ticketmaster®

Ireland

Enter Artist, Team, or Venue

SEARCH

My Ticketmaster | Ticket Centres | Customer Service

Welcome. (Sign In)

Home Music **Sport** Arts, Theatre & Comedy Family and Attractions

My Basket (0)

Music

Revive Music Festival
Bon Jovi
Prince
Tennents Vital
All Music »

Sport

Guinness Series
Curragh Racecourse
The Dublin Super Cup
Dublin Horse Show
All Sport »

Arts, Theatre & Comedy

Stephen Merchant
Tommy Tiernan
Coppelia
Russian State Ballet
All Arts, Theatre & Comedy »

Family and Attractions

Tutankhamun - Dublin
Erth's Dinosaur Zoo
Peter Pan

The Vodafone comedy festival

Vodafone Comedy Fest
Vodafone Comedy Festival at Iveagh Gardens, Dublin on 21-24 July. Tickets are on sale now.

Find Tickets

Bon Jovi The Script Oxegen Vodafone Comedy Fest

Top Recommended Events

Sign in to get personalised recommendations.



Oxegen



Britney Spears



Blood Brothers

My Favourites With Events

Hello.
Update your list of favourites and never miss an event!

Sign In » or Create Account »

Bank of Ireland

Clear Credit Card
One of The Lowest
APR Rates in Ireland

Apply Online Now

Lending criteria terms and conditions apply to all credit cards. Credit cards are liable to Government Stamp Duty of €30. Credit cannot be offered to anyone under 18 years of age. Based on our research, we believe the Clear Card has one of the lowest APR's in Ireland. Bank of Ireland is regulated by the Central Bank of Ireland.

Featured Events



Keith Barry

Keith Barry reveals the 8th Deadly Sin with his brand new theatre show at the Olympia Theatre this July.

Leaderboard

Channel Categories

MPU

ticketmaster®

ticketmaster® Fixed Homepage Placements

Fixed Placement Home Page placement ad units are available

circa 1 million page impressions per month

The screenshot shows the Ticketmaster Ireland homepage with several ad placements highlighted by red circles and arrows. The highlighted areas include:

- A "ticketmaster® HOTEL DEALS" banner with a "BOOK NOW" button, located in the top right corner.
- A "FIND TICKETS TO YOUR COUNTY'S GAA GAMES THIS SUMMER" banner, located in the middle of the page.
- A "ticketmaster® HOTEL DEALS" banner with the URL "www.ticketmaster.ie/hotel", located in the bottom left corner.
- A "THE PREMIUM CLUB" banner, located in the bottom left corner.

Red arrows point from the text on the left to these specific ad placements. The background of the slide features a crowd of people with their hands raised in the air.

Ticket Alert Sponsorship Opportunities Available

- Sponsorship and Branding on Ticketmaster TicketAlert Emails.

- Use of an MPU placement also available

- Ticket Alert emailed out every Thursday to 400,000 opted in subscribers

The screenshot shows the Ticketmaster TicketAlert website interface. At the top right, the text "Sponsored by O₂" is circled in red. A red arrow points from this area to the "match.com" advertisement at the bottom of the page, which is also circled in red. The main content area displays a list of events under the heading "On Sale This Week:" with columns for Date, Event, and a "Find Tickets" link. The events listed are:

Date	Event	Action
Mar 3 THU	Choice Music Prize Vicar Street	On Sale Fri, 14/01/11
Jan 21 FRI	Ikonika The Twisted Pepper	Find Tickets
Feb 18 FRI	Calibre The Twisted Pepper	Find Tickets
Feb 4 FRI	Sibin Launch Party The Twisted Pepper	Find Tickets
Feb 11 FRI	Mud : Lenzman The Twisted Pepper	Find Tickets
Feb 25 FRI	SBTRKT The Twisted Pepper	Find Tickets

Other sections visible include "My Favorites with Events" and "Featured" events such as "GAA - Allianz Dublin Spring Series at Croke Park this Feb" and "Black Eyed Peas, Foo Fighters, Arctic Monkeys and more".

Ticket Confirmation Page and Email Confirmation

- Prominent placements on every ticket confirmation page
- The most effective DR page on TM with average page times of 2.30 minutes.
- Permanent slot on Ticketmaster booking confirmation emails also available.

The image shows a screenshot of the Ticketmaster website and an email confirmation page. The website header includes the Ticketmaster logo, a search bar, and navigation tabs for Home, Music, Sport, Arts, Theatre & Comedy, and Family and Attractions. The main content area displays "Your Order Is Complete" with a table of order items. The email confirmation page below it contains the same order details and promotional banners. Red circles and arrows highlight specific elements: a "Broadband" advertisement, a "HOTEL DEALS" banner, and a "MATCH.COM" advertisement.

Qty	Event Item	Venue	Delivery
1	TEST EVENT DO NOT PURCHASE ?	The O2 Dublin	TicketFast®

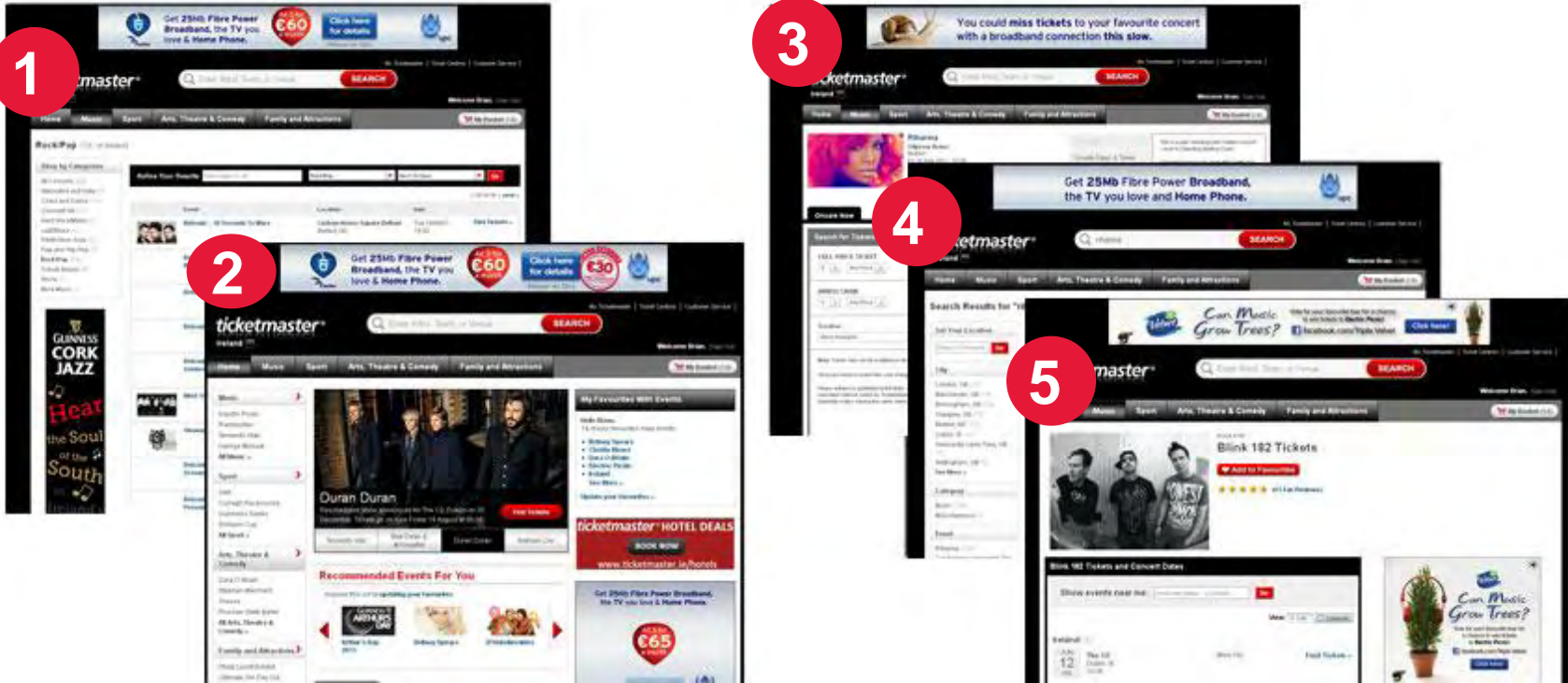
From: confirmation@ticketmaster.ie
Subject: Ticket Confirmation
Thank you for purchasing tickets on Ticketmaster. Your order number for this purchase is 2010090909090909. Show complete order detail.
Tickets being held at the Box Office can only be retrieved by the cardholder with the original credit card used for this purchase. Please also bring your booking confirmation number.
<http://www.ticketmaster.ie/h/help.html>
You purchased 1 ticket to:
Test Event-Do Not Purchase
Olympia Theatre, Dublin,
Fri 10 Sep 2010, 20:00
Order for: Keith English
Seat location: section STALLS, row A, seat 17
Total Charge: €0.01
CUSTOMERSERVICE
Got any other questions about your Ticketmaster purchase?
Contact us http://www.ticketmaster.ie/h/customer_service.html
Republic of Ireland: 01 648 6060
International: +353 1 648 6060

start your love story
Click here to FIND SINGLES in your area
SEARCH NOW >>>
match.com
START YOUR LOVE STORY

ticketmaster
HOTEL DEALS
BOOK NOW
www.ticketmaster.ie/hotels

Purchase your Prepaid tickets online

Target by Artist, Music Genre or Event



1 BROWSE PAGE

2 HOMEPAGE

3 EVENT DETAIL PAGE

4 SEARCH RESULTS

5 ARTIST PAGE

ticketmaster® Home Page Expandable

The screenshot displays the Ticketmaster Ireland website interface. At the top, a navigation bar includes links for Home, Music, Sport, Arts, Theatre & Comedy, and Family and Attractions, along with a My Basket (14) icon. A large banner at the top left features a concert scene and a registration form with fields for First Name, Last Name, and Mobile, and a Register button. Below the banner, a secondary navigation bar repeats the category links. The main content area is divided into several sections: a Music sidebar with links to Electric Picnic, Rammstein, and Tinnents Vital; a central event listing for Bob Dylan & M. Knopfler with a 'Find Tickets' button; a 'My Favourites With Events' section listing artists like Britney Spears and Christy Moore; a 'Recommended Events For You' section with event cards for Britney Spears, Guinness Arthur's Day 2011, and Blink 182; and a 'ticketmaster® HOTEL DEALS' section with a 'BOOK NOW' button. A right-hand sidebar contains a 'My Favourites With Events' section and a 'Events For You' section. At the bottom, there is a search bar with a 'Sub Category' dropdown and a 'select date range' dropdown, and a 'Register Here' button.

970*66 OPA Pushdown Available

The image shows a screenshot of the Ticketmaster Ireland website. At the top, the Ticketmaster logo is on the left, and navigation links for "My Ticketmaster", "Ticket Centres", and "Customer Service" are on the right. A search bar with the placeholder text "Enter Artist, Team, or Venue" and a red "SEARCH" button is centered. Below the search bar, a navigation menu includes "Home", "Music", "Sport", "Arts, Theatre & Comedy", and "Family and Attractions". On the right side of the menu, there is a "Welcome Brian. (Sign Out)" message and a "My Basket (14)" button.

The main content area features a large blue advertisement for Bose. The ad includes the Bose logo in the top left corner. The central text reads "music to go" in a large, white, sans-serif font, followed by the tagline "Wherever your music takes you, Bose delivers quality sound." To the left of the text is an image of the Bose SoundDock Portable digital music system, which consists of a central dock with an iPod and two side speakers. To the right is an image of the Bose QuietComfort 15 Acoustic Noise Cancelling headphones. Below the images is a button that says "Find out how to enter to win". In the bottom right corner of the ad, there is a small logo for "LIVNATION.COM".

At the bottom of the website, there is a "Music" section with a right-pointing arrow, a "IN SHOW & CONCERT!" banner, and a "My Favourites With Events" section.

ticketmaster® Homepage Wallpaper

The screenshot displays the Ticketmaster Ireland homepage. At the top, a MusicHub banner promotes access to millions of tracks and thousands of artists, available for free online with an eircom account. Below this is the Ticketmaster logo and a search bar with the placeholder text "Enter Artist, Team, or Venue". The navigation menu includes Home, Music, Sport, Arts, Theatre & Comedy, and Family and Attractions. The main content area features a large banner for "@ the Park MARLAY PARK 2011" with a "Find Tickets" button. Below this is a section for "@ The Park" with a "Find Tickets" button. The "Top Recommended Events" section lists Bell X1, The Corcorans, and Neil Diamond. The "My Favourites With Events" section includes a "Sign in or Create Account" button. The "Featured Events" section lists the WWE RAW World Tour and the WWE RAW World Tour at the O2 Dublin. The left sidebar contains a "Music" section with artists like Neil Diamond, Ben Jool, and Def Leppard, a "Sport" section with events like the Carling Nations Cup and the Dublin Super Cup, and an "Arts, Theatre & Comedy" section with artists like John Banerman and Tommy Tiernan. The right sidebar features a "My Favourites With Events" section and a "Featured Events" section.

ticketmaster® Category Roadblock

The screenshot shows the Ticketmaster website interface. The navigation bar includes 'Home', 'Music', 'Sport', 'Arts & Theatre', and 'Family & Attractions'. The 'Music' link is circled in red. Below the navigation bar, there is a search bar and a 'United Kingdom' dropdown menu. The main content area features a 'Music' banner with the text 'In association with JUST TICK IT' circled in red. Below this banner is a featured event for 'Manic Street Preachers' with a 'Post Tickets' button. To the right of the featured event is an advertisement titled 'SIGNS OF A SCAM WEBSITE' with three bullet points: 'HOW HAS THE WEBSITE GOT TICKETS TO SELL?', 'DO THEY PROVIDE REFUNDS?', and 'WHAT ARE OTHERS SAYING ABOUT THE WEBSITE?'. Below the advertisement is a 'JUST TICK IT' banner with the text 'SPOT THE FAKE AND BE IN WITH A CHANCE OF WINNING A PAIR OF FESTIVAL TICKETS'. The 'On Sale Soon' button is circled in red. The left sidebar contains a 'Popular Shows' list and a 'Categories' list. The background of the slide shows a crowd of people at a concert.

ticketmaster®

Ticketmaster Virtual Queuing Page

Kings of Leon
Sage Amphitheatre, Georgia, Wed, Jul 17, 2013 07:00PM, 119991

FULL PRICE TICKET Kings of Leon, Mon 20, Sat 21, 22	US \$29.00	1	0	US \$111.00	Tickets / Order Total	US \$111.00
PREMIUM TICKET Kings of Leon, Mon 20, Sat 21, 22 Seating Chart	US \$20.00	1	0	US \$141.00	Tickets / Order Total	US \$141.00
WINGS OF LEON CAMPING Kings of Leon, Mon 20, Sat 21, 22 Additional Camping \$40.00 fee applies	US \$40.00	1	0	US \$40.00	Subtotal:	US \$326.50

Tickets / Order Total: US \$123.00

Get Features

Looking for tickets on [Ticketmaster.com](#)
You'll wait time to buy these tickets.
Don't refresh this page - you'll have to start over! We'll transfer you ASAP.

BlackBerry PlayBook.
The bar has been set for tablets.

Tom Petty and the Heartbreakers and ZZ Top
Pepsi Amphitheatre, Georgia, Wednesday, July 24, 2013 07:00PM, 119991

PREMIUM SEAT AUCTION FOR DOCTORS WITHOUT BORDERS / HAITI RELIEF	Your Bid / Total	US \$200.00	0	0	US \$100.00	Tickets / Order Total	US \$100.00
	Your Bid / Total	US \$200.00	0	0	US \$200.00	Tickets / Order Total	US \$200.00

US \$11.00 Total bid and you've been charged according to the rules of the auction. (As of Thu Jul 11, 2013 10:00 PM EDT)

Increment My Bid

Refresh every 30s (0:30) 119991

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Working...
We are currently working on your request.
Please don't refresh or leave this page - you'll have to start over!

BlackBerry PlayBook.
The bar has been set for tablets.

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ticketmaster®

ticketmaster® Mobile

Coming
soon

Ticketmaster
Application



ticketmaster®

OFFLINE: INCREASE BRAND REACH



ticketmaster[®]

BEYOND BANNERS: PHYSICAL TICKETS, PRINTED PDF TICKETS & INSERTS

ticketmaster

NAME: Mr A. Customer
CORPORATION NUMBER: 90-33417/441

This is your ticket
Present this entire page at the event

SECTOR **FLOOR** NUMBER **GA2 42**
UNRESERVED

TICKETFAST TEST TICKET
TEST EVENT
AT TEST VENUE

25003
23808
229477
0-00
31
CLASS
GA2 42
13134

Preview
Preview
Preview

0.00
0.00
0.00

90-33417
A-TYPE
29.00

0001 0000 0000 0000

BEWARE OF SCAM TICKETS SITES
1 in 12 people are scammed by fake ticket websites. Don't be one of them. Before you buy, check it.

JUST TICK IT

GIFT CARDS
A great present idea!
£10-£200 available
ticketmaster.co.uk/giftcards

Also available from leading high street stores including HM Stores, Sainsbury's and M&S

Going abroad?
www.ticketmaster.co.uk

Thank you for choosing TicketFast®

McDonald's

THE FLAVOUR HOOD
NOW ON

Featuring the Big Mac®, Sausage & Egg McMuffin®, McFlurry®, Chicken McNuggets® and many more. What's your favourite?

Available in fun at The Flavour Hood on Facebook

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To thank you for booking with

£50 naked voucher

CODE: TICKETMASTER
PASSWORD: VINEYARD

Use your naked voucher to buy 10 tickets of value for only £20.99 - £4.17 a ticket.
NEXT DAY delivery is available - only £4.99
Your money back if you can't book. Booked and no requirement to pay any more. Ticket

©2014. For 20 days from receipt.

BRANDING ON TICKETS



ticketFast™

Print your tickets now.

Ticketfast Printed PDF ticket

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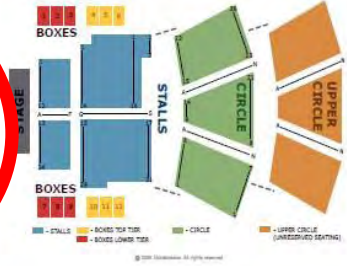
This is your ticket
Present this entire page at the event

NAME BRIAN MANNION	SECTION STALLS	NUMBER M 23
CONFIRMATION NUMBER 28-36869/UK2	RESERVED SEAT	
OM1405	MCD.IE PRESENTS	STALLS - RESTRICTED
21APR0	CATHY DAVEY	WWW.MYSPACE.COM/CATD
10:43		
ZIP441		
A-STAN	THE OLYMPIA THEATRE	Face value: £27.00
MSTC	DOORS 7:15PM / SHOW 8PM	Service charge: £3.40
	FRI 14-MAY-2010	Tax: £0.40

2798 0115 2479 9237

Thank you for booking with Ticketmaster

- * Concerts
- * Sport
- * Arts & Theatre
- * Family & Attractions



www.ticketmaster.ie/ticket_alert

Sign up for weekly access to Ireland's hottest events ticketAlert

Going abroad?

Visit www.ticketmastereurope.com first

Conditions of Sale
 * This ticket is issued on behalf of the Organisation responsible for the event and is subject to the following terms and conditions. * The event may be recorded live for use in the form of sound recordings, television broadcasts and other means of audio and/or video reproduction, now known to be invented. * The purchase of this ticket entails the purchaser's agreement to participate in the said recordings and grants all necessary consents for the purposes of the said recordings. * The purchase of this ticket cannot be exchanged or refunded after purchase, statutory rights not affected. * None of the promoters, performers, sponsors, venue or ticket outlets shall be responsible in any manner whatsoever for any property loss, destruction or theft which shall be entirely the holder's own risk save where and to the extent that same arises from breach of contract and that to the extent of performance circumstances by, or the request and/or consent of, such promoters, performers, sponsors, venue or ticket outlets. * The Organisation reserves the right to refuse admission to the ground at any part of the ground or to remove any person or persons from the ground for reasons of public safety, overcrowding or otherwise as the Organisation will have in liability for any damage or loss whether compensated or otherwise and that the Organisation will refund the value of a valid ticket that value of the event. * Ticketmaster is responsible for care of ticket after purchase. Sellers/agents are not responsible for damage or loss of ticket. Admission to all ticket events is on a first-come, first-served basis. * Ticketmaster reserves the right to search for a name permissible under the law. In the interest of public safety where offensive remarks are made, severe remarks to be removed from the event. * The making of a recording of a performance without their prior consent in writing is a criminal offence. The use of cameras or recording equipment is prohibited. * Admission may not be admitted with a mobile phone, but admission is not always guaranteed. * Certain events are subject to ticket sales handling charges. Events will take place rain or shine. Crowd control may be used and admission will be refused from the venue without refund. * Tickets cannot be used for promotional purposes unless permitted by the Organisation. Tickets may not be used for more than face value. Thank you for your co-operation.

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

2798 0115 2479 9237

Thank you for choosing TicketFast®

ticketmaster

AD UNIT 1

M-0397812



M-0397812

Physical Ticket

ticketmaster®

ticketmaster[®] Advertising Ratecard

Ad Format	Rate Card Cost
MPU	€10cpm
Leaderboard	€8cpm
Skyscraper	€8cpm
OPA Pushdown	€15cpm
Homepage TO	€5k per day
Channel Sponsorship	€3k
Opt In Email	€10k
TicketAlert Weekly Newsletter Email	€3k



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Thank You !

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