

Ticketmaster sell tickets for a wide variety of events, including rock, pop, dance, theatre and sport. For a selection of venues online customers can now choose to print their own tickets at home using 'Ticketfast'. Ads can be placed on these tickets, offering another opportunity to reach these fun seeking customers.

Overview

Gender

Online Activity

Age

Profile

Keen leisure spenders

56% female

100% known internet users

Predominantly 25-54 years

Base Rate

Agency Commission

Rates

£35/000

10% to DMA registered brokers

www.ticketmaster.co.uk

Please ask us about Ticketmaster postal data, email data, insert opportunities and other advertising opportunities.

Intelligent Ads:

By using these tickets you can reach the valuable Ticketmaster customers without the cost of print and delivery, safe in the knowledge that you are reaching responsive internet savvy buyers. This is a new opportunity with only one ad space, which is already proving popular! Customers vary month by month, so advertisers can book the programme repeatedly without experiencing diminishing returns.

Fulfilment and Specifications:

Adverts must be supplied as a PDF, created in Adobe Illustrator, with no embedded jpgs or gifs. The ad size is 251 x 207. Full specifications are supplied on request and final creative must be supplied no less than one day before the ads are due to start (longer is recommended).

Ticketmaster Ticketfast Ads are brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again.

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TRG STRATA
managing data
into revenue