

TickeTing Events

Advertisement Rate Sheet

Advertisement Types and Availability

Available to **Event Hosts** Only

- In-App Contextual Ads
- Push Notifications

Available to all Advertisers

- In-App Notifications
- Transactional Emails
- Email Newsletters

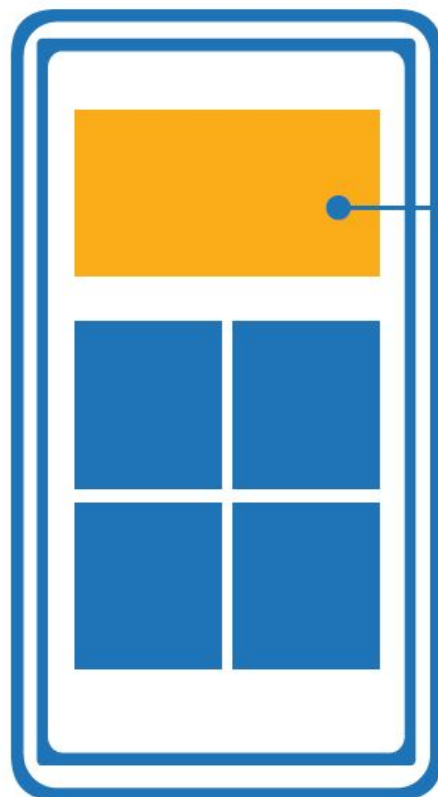
In-App Contextual Event Ad Rates

Advertisement Location	Width	Height	Off-Peak Weekly Rate		Peak Weekly Rate	
			Shared	Exclusive	Shared	Exclusive
Home Screen: Feature Banner	700	410	\$99	\$249	\$149	\$399
Home Screen: Mid Screen	Coming	Soon	N/A	\$199	N/A	\$299
Order Success Screen: Footer	Coming	Soon	N/A	\$125	N/A	\$199
Ticket Wallet: Mid Screen	Coming	Soon	N/A	\$99	N/A	\$149

Only available for Events within the App
See preview on following page

Peak months include: April, May, June, July, August & December.

Home Screen: Feature Banner Preview



Featured Event Banner

width **700**px | height **410**px



For optimal display performance on all screens, avoid placing your event title in the lower 40px of the event banner.

Push Notifications

- Push notifications are sent to every registered device and can be sent to specific segments of users based on the following:
 - Location – Antigua, USA, UK, North America, Caribbean etc...
 - Device type – iOS or Android
 - Activity level – engaged, active, not active
 - A mix of the any of the above

Push Notification Ad Rates

Advertisement Location	Width	Height	Rate	Description
	Recommended image dimensions			
Push Notification Blast Full user base	700	370	\$0.10	Per message delivered. Includes image, text and emoji's
Push Notification Blast Specific user segment	700	370	\$0.12	Per message delivered. Includes image, text and emoji's

In-App Notifications

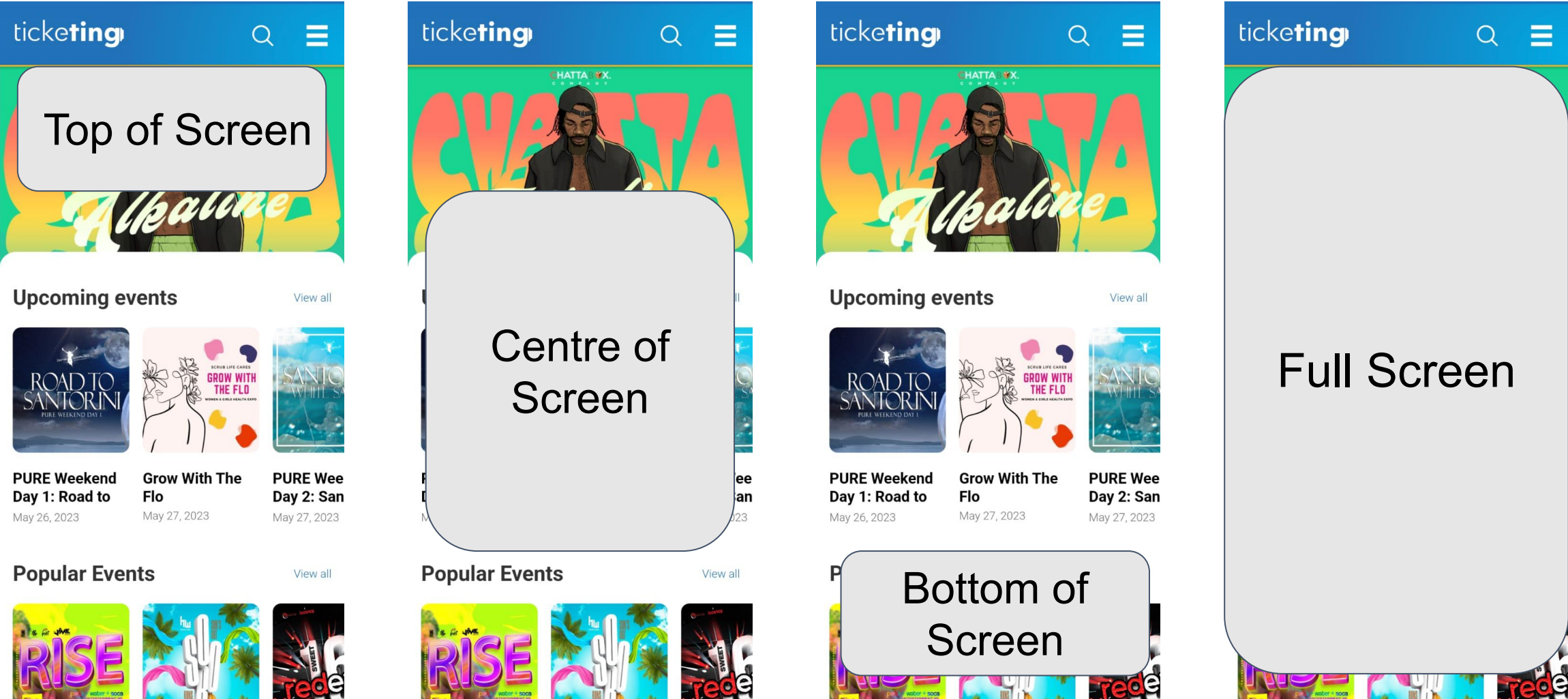
- In-App notifications provide a unique way to reach an engaged audience and drive users to take specific actions.
 - An In-App message can be shown to the full user base or specific segments:
 - Location – Antigua, USA, UK, North America, Caribbean etc...
 - Device type – iOS or Android
 - Activity level – engaged, active, not active
 - A mix of the any of the above
 - In-App notifications can be triggered for display as a pop-up when the user takes certain actions within the app or when the app is opened.

In-App Notification Ad Rates

Advertisement Location	Width	Height	Rate	Description
	Recommended image dimensions			
Full Screen	400	600	\$0.20	Per impression. Includes image, text and emoji's
Centre of Screen	400	400	\$0.18	Per impression. Includes image, text and emoji's
Top of Screen	N/A	N/A	\$0.15	Per impression. Text and emoji's only
Bottom of Screen	N/A	N/A	\$0.15	Per impression. Text and emoji's only

See previews on next page (9)

In-App Notification Previews



Email

- Transactional emails are sent to users based on the following user interactions within the app:
 - Welcome email on new sign-up
 - Successful purchase of tickets
 - Successful transfer of tickets
- Our newsletter email database has over **18k validated users** and growing.
- Email targeting (not available for transactional email) can be done based on:
 - Average spend
 - Gender
 - Age group
- Each email ad can be clicked and directed to a URL* of your choice

* External URL's must be approved and tested for validity by TickeTing Staff

Transactional Email Ad Rates

Advertisement Location	Width	Height	Monthly Rate		Quarterly Rate		Sent
			Off-Peak	Peak	Off-Peak	Peak	
Welcome (Sign-Up) Email Above the scroll	640	200	\$350	\$575	\$1,000	\$1,640	Once per user
Welcome (Sign-Up) Email Below the scroll	640	200	\$200	\$330	\$570	\$940	Once per user
Transfer Completed Email Above the scroll	640	200	\$500	\$825	\$1,425	\$2,350	Each transfer
Transfer Completed Email Below the scroll	640	200	\$300	\$495	\$855	\$1,410	Each transfer
Successful Purchase Email Above the scroll	640	200	\$835	\$1,375	\$2,380	\$3,920	Each purchase
Successful Purchase Email Below the scroll	640	200	\$500	\$825	\$1,425	\$2,350	Each purchase

Peak months include: April, May, June, July, August & December.

Email Newsletter Ad Rates

Advertisement Location	Width	Height	Rate	Description
	Recommended image dimensions			
Email Newsletter Above the scroll	640	200	\$0.10	Per email delivered. Includes image, text and emoji's
Email Newsletter Below the scroll	640	200	\$0.08	Per email delivered. Includes image, text and emoji's

Some General T's and C's

- Push notifications:
 - Push notifications with images are limited to 75 characters of text, and 150 characters without images.
 - Push notifications are limited to sending once per day and exclude sending on Christmas Day, Boxing Day, and New Years Day
 - A premium rate will be applied for notifications sent on Public Holiday's and Sunday's
- Images:
 - All images MUST be 72dpi, RGB color space, saved for web, and under ~ 100kb
 - Images must adhere to our general image guidelines, should be tasteful, and not of a lewd nature.