



UNDERTHERADAR.CO.NZ

## TICKETING OVERVIEW

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Undertheradar (UTR) offer a free online ticketing solution for music events of any size or genre. Quick to set-up and easy to use, promoters/artists/labels can manage all of their attendees (paying and guests) via a single online platform.

With an existing connection to music fans built up over eight years of dedicated music coverage, promoters/artists/labels are able to connect easily to their potential audience whilst associating with a respected music outlet and ticketing alongside other quality music events.

### THE BASICS

An electronic ticketing service, attendees print out their own tickets (or display on their phone) which are then matched against a doorlist print-out or scanned.

Ticket sales, stats, guestlists, comp tickets and more are all available via an online log in system at the promoters' convenience.

Settlement is transferred electronically the night of the following working day after the show or tour.

### BOOKING FEES

Selling tickets through UTR is free, costs (including credit card fees) are covered with a per ticket booking fee added to the ticket price.

Up to \$14 = \$1  
\$15 - \$29 = \$2  
\$30 - \$44 = \$3  
\$45 - \$59 = \$4  
\$60 - \$79 = \$5

*Further rates available upon application.*

### ADDITIONAL SERVICES

**Comp tickets:** comp tickets can be created and emailed at no cost.

**Retail outlets:** there is no need to get hard copy tickets printed or monitor multiple ticket allocations, all tickets \$10 and over are automatically put on sale via our retailers: Flying Out (Auckland), Rough Peel Music (RPM) and Slow Boat Records (Wellington) and Relics (Dunedin).

**Scanners:** for large events barcode readers are available free of charge (two working days notice required).

**Merchandise:** we can sell merchandise such as CDs, Vinyl, MP3s and T-shirts along with tickets, just as you would on the door.

## ADDED INCENTIVES

We have several ways to incentivise music fans to buy presales including:

**Promocode:** provide a special code to your database, Facebook group and so on to enable them to purchase tickets at a discount. This can also be limited by email address instead of a code.

**Group discount:** provide a discount to people to encourage multiple ticket purchases.

**Promo URL:** provide early access to tickets, discounted or otherwise, to a select group of people via a private purchase page.

**MP3s:** combine a ticket with a free track/album/compilation download, we can host and deliver MP3s to fans instantly following their purchase of tickets.

## PROMOTION

Undertheradar is the largest dedicated music website in the country, providing daily editorial and music news along with a nationwide gig guide, artist pages and more. This provides a great platform from which to promote tickets and the following is available to all promoters/tickets:

**Promoter database:** all ticket buyers are offered the opportunity to be added to a promoter's database to hear about future shows. We then send alerts at the promoter's request.

**eLetters:** all tickets are listed in our Fortnightly eLetter (50,000+ subscribers) and weekly gig emails (45,000 + subscribers nationwide)

**Advertising:** discounted rates are available for ticketed events.

## GETTING STARTED

Email the following information to: [angela@undertheradar.co.nz](mailto:angela@undertheradar.co.nz)

- Date, venue, door time and start time (if known)
- Press release – list bands playing and occasion for the show or tour
- The ticket price (before booking fee and inclusive of GST) and quantity to sell per show/venue
- Entry info (R18, all ages, GA, allocated seating etc)
- Poster (not required for initial set-up but preferred)
- On sale date/time (please allow 24 hours)

Please include that tickets are available from [Undertheradar.co.nz](http://Undertheradar.co.nz) (or UTR if your audience is so inclined) in all media and advertising for the show/tour on sale. Logo inclusion on posters with ticketing info can also be helpful - logos are available here: [www.undertheradar.co.nz/logos](http://www.undertheradar.co.nz/logos).

If you have any questions please don't hesitate to get in touch, you can call or email:

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