



UnderTheRadar offer a free online ticketing solution for music events of any size or genre. Quick to set-up and easy to use, promoters, artists or 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 six years of dedicated music coverage, promoters, artists or labels are able to connect easily to their potential audience whilst associating with a respected music resource and ticketing alongside other quality music events.

## THE BASICS

- An electronic ticketing service, attendees print out their own tickets 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 following working day after the show or tour.

## BOOKING FEES

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

Up to \$18 = \$1  
\$19 - \$29 = \$2  
\$30 - \$44 = \$3  
\$45 - \$59 = \$4  
\$60 - \$79 = \$5

Further rates available upon application

## ADDITIONAL SERVICES

- **Guest list:** manage all your attendees on one list. Add your guests and comp tickets and email them tickets at no cost.
- **Retail outlets:** there is no need to get hard copy tickets printed or monitor multiple ticket allocations. UnderTheRadar ticketing is available at selected retail outlets in Auckland and Wellington.
- **Scanners:** for large events barcode readers are available free of charge (two working days notice required) and experienced door people can be provided (charges may apply).
- **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 provide added incentives to music fans to buy tickets:

- **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** – we can host and deliver MP3s to fans instantly following their purchase of tickets.

## PROMOTION

- **Promoter database:** all ticket buyers are offered the opportunity to be added to a promoter's database to hear about future shows.
- **eLetter:** all tickets are listed in our bi-monthly eLetter sent out to 25,000+ music fans, and weekly gig eLetter to over 15,000.
- **“Buy” buttons:** gig listings with tickets attached stand out in the gig guide with large buy buttons.
- **Partners:** your gigs automatically get listed on our gig guide partner websites including:



## GETTING STARTED

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

- Date, venue, door time
- The details – bands playing, occasion for the show or tour
- The ticket price (should be equal to or less than the door price once our BF is added) and quantity to sell
- Entry info (R18, all ages, GA, allocated seating etc)
- Poster (not required for initial set-up)
- On sale date/time (please allow 24 hours)

If you want to include merchandise with your tickets, we'll also need:

- Combined ticket + merchandise price (additional BF may apply)
- Album, EP, t-shirt artwork
- MP3(s) if you wish to include and price if selling

For best results, include UnderTheRadar and our logo (available here [www.utr.co.nz/logos](http://www.utr.co.nz/logos)) in all media and advertising for the show or tour on sale.

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

*Angela Windust*

[angela@undertheradar.co.nz](mailto:angela@undertheradar.co.nz)

0212531714