

***Page Peel Ad Unit**

| Placement | \$\$\$ | Time Period |
|------------------------------|-----------|--------------------|
| tvnz.co.nz - Homepage | \$ 20,000 | 1 week <i>ONLY</i> |
| One News - Homepage | \$ 15,000 | 1 week <i>ONLY</i> |
| National News | \$ 10,000 | per week |
| One Sport | \$ 10,000 | per week |
| TV One | \$ 10,000 | per week |
| TV2 | \$ 10,000 | per week |
| Story Pages | \$ 10,000 | per week |

* Includes Banner and Skyscraper Ad Units

* Please contact your Account Manager regarding 'non' standard ad units and integration opportunities

PagePeel Cancellation Policy:

1. Firm bookings cancelled outside of one month from the start date will not attract a cancellation fee.
2. Firm bookings cancelled between one month and two weeks of the start date will attract a 15% cancellation fee.
3. Firm bookings cancelled less than two weeks before start date will attract a 30% cancellation fee.

(The above cancellation fees apply to the overall value of the campaign booked)

PagePeel Pencil Bookings:

1. Pencil bookings are valid for up to three months.

If the advertiser is unable to firm-book within three months, the inventory will be made available to the marketplace.

2. Pencil bookings made within one month of campaign start date will be valid for 15 days.

Creative Policy:

PagePeel creative is due no later than 10 working days prior to start of campaign.

Any pagepeels that start late due to the late receipt of creative will be billed in full from the booked start date.

Please refer to the PagePeel Ad Specs

General Conditions:

1. Rates do not include any form of exclusivity. If concerned check with your representative before booking.
2. Fixed placements make-goods will only be issued if campaigns deliver fewer than 90% of the estimated impressions.
3. TVNZ reserve the editorial right to exclude/pull PagePeel ads deemed inappropriate from specific news items or content sub-sections.

Ratecard Adjustments

This ratecard may be subject to immediate changes due to market and site fluctuations and special events. The ratecard is valid until 31st January 2009. New ratecard will be issued in February 2009 and from this date any forward bookings will attract the new prices.

Any confirmed forward bookings will remain at the original purchase rates.

These rates do not include GST, and are commission bearing.

For more information please contact: interactive.sales@tvnz.co.nz