

Standard Advertising Units

Placement	760x120 Big Banner	160x600 Skyscraper	300x250 Rectangle	320x240 Video Ads	Page Impressions* per week	Unique Browsers per week*
tvnz.co.nz - Run of Site	\$ 15	\$ 15	\$ 15	\$ 100	1,695,000	248,000
tvnz ROnetwork**	n/a	n/a	n/a	\$ 120	175,000	83,000
tvnz.co.nz - Homepage	\$ 25	\$ 25	\$ 20	n/a	361,000	83,000
One News - Homepage	\$ 22	\$ 22	\$ 20	n/a	93,000	26,000
National News	\$ 22	\$ 22	\$ 25	\$ 130	145,000	45,000
World News	\$ 22	\$ 22	\$ 25	\$ 130	43,000	21,000
Business News	\$ 45	\$ 45	\$ 45	\$ 130	36,000	15,000
Entertainment News	\$ 30	\$ 30	\$ 30	\$ 130	38,000	18,000
Technology	\$ 20	\$ 20	\$ 20	\$ 130	8,000	4,000
Travel	\$ 20	\$ 20	\$ 20	\$ 130	10,000	5,600
Weather	\$ 25	\$ 25	\$ 25	\$ 130	66,000	17,000
Run of Section News	\$ 15	\$ 15	\$ 15	\$ 120	462,000	110,000
One Sport - Homepage	\$ 20	\$ 20	\$ 18	n/a	94,000	26,000
Rugby	\$ 15	\$ 15	\$ 15	\$ 130	86,000	16,000
League	\$ 15	\$ 15	\$ 15	\$ 130	34,000	11,000
Netball	\$ 15	\$ 15	\$ 15	\$ 130	9,500	2,800
Football	\$ 15	\$ 15	\$ 15	\$ 130	17,000	8,000
Cricket	\$ 15	\$ 15	\$ 15	\$ 130	6,000	2,800
Motorsport	\$ 15	\$ 15	\$ 15	\$ 130	10,000	3,200
Run of Section Sport	\$ 15	\$ 15	\$ 15	\$ 120	256,000	45,000
TV ONE - Homepage	\$ 25	\$ 25	n/a	n/a	42,000	19,000
Fair Go	\$ 25	\$ 25	\$ 25	\$ 130	6,000	2,000
Good Morning	\$ 25	\$ 25	\$ 25	\$ 130	36,000	10,000
Run of Section TV One	\$ 15	\$ 15	\$ 15	\$ 120	230,000	61,000
TV2 - Homepage	\$ 22	\$ 22	n/a	n/a	36,000	18,000
Shortland Street	\$ 15	\$ 15	\$ 15	\$ 130	76,000	9,000
2Kids	\$ 45	\$ 45	n/a	\$ 130	62,000	17,000
Run of Section TV2	\$ 15	\$ 15	\$ 15	\$ 120	166,000	41,000

Text Links

Story/Article pages	CPC	Note: Average of 250 clicks achieved per client per week
35 Characters max including space	\$ 1	

Premiums:

1. Exclusivity /Tenancy Buys Ad Unit Plus - 20%
2. Expanding & Polite Creative Ad Unit Plus - 20%

** ROnetwork: tvnz.co.nz, ondemand & Bebo * tvnz.co.nz data sourced from: Nielsen Netratings

3. Floating Layer Ad Unit Plus - 40%
4. Geo Targeting/Time of Day Target Ad Unit Plus - 20%

5. Frequency Capped Ad Unit Plus - 20%
6. Minimum Spend - \$3000

Standard Advertising Units

Placement	160 x 600 Skyscrapers	640 x 480 Pre-Roll Video Ad Companioned with 320 x 55 Mini banner	640 x 480 Mid-Roll Video Ad Companioned with 320 x 55 Mini banner	640 x 480 Post Roll Video Ad Companioned with 320 x 55 Mini Banner
Ondemand Run of Site	\$ 20	\$ 150	\$ 150	\$ 130
tvnz ROnetwork*	n/a	\$ 120	n/a	n/a
Ondemand Homepage	\$ 26	\$ 150**	n/a	n/a
Ondemand ROSection, for example: Catch up, What's Hot, Coming Soon, Classics, Insider Info	\$ 24	\$ 180	\$ 180	\$ 150
Programme Pages	\$ 26	\$ 195	\$ 195	\$ 180

Newsletter

 7,700 Subscribers
 320 x 55 Mini Banner

\$1,500 per week

Premiums:

1. Exclusivity /Tenancy Buys Ad Unit Plus - 20%
2. Geo Targeting/Time of Day Target Ad Unit Plus - 20%
3. Frequency Capped Ad Unit Plus - 20%
4. Minimum Spend - \$3000
5. Video Road Blocking - 10%

* ROnetwork: tvnz.co.nz, ondemand & Bebo
 ** Homepage NOT companioned with Mini Banner
 Note: No Pencil Bookings on OnDemand.


Standard Advertising Units

Placement	Sizes	Rates	Page Impressions Per Week *	Unique Browsers Per Week *
Homepage			1,680,800	282,200
Homepage Takeover	TBC	\$10,000 Per Day		
Rectangle	300 x 250	\$ 7 CPM		
User Homepage			4,335,800	36,600
Rectangle	300 x 250	\$ 7 CPM		
Run Of Section Channels - Music, Authors, Bands, Blog, Photos, Whiteboard, Friends, Mail, Video, Playlist, Quiz. The Ad Units available within each channel vary, please contact your Account Executive for clarification.				
Rectangle	300 x 250	\$ 7 CPM		
Wide Skyscraper	160 x 600	\$ 5 CPM		
Skyscraper	120 x 600	\$ 5 CPM		
Leaderboard	728 x 90	\$ 5 CPM		
Banner	468 x 60	\$ 5 CPM		
Floating Layer	300 x 300 <small>Flexible on size</small>	\$ 20 CPM		
Run Of Site			40,932,100	529,600
Rectangle	300 x 250	\$ 6 CPM		
Wide Skyscraper	160 x 600	\$ 4 CPM		
Skyscraper	120 x 600	\$ 4 CPM		
Leaderboard	728 x 90	\$ 4 CPM		
Banner	468 x 60	\$ 4 CPM		
Floating Layer	300 x 300 <small>Flexible on size</small>	\$ 15 CPM		
Run Of Site with targeting (Gender, Age 13+, Geography) / Run Of Site Expanding Ad Units				
Rectangle	300 x 250	\$ 7 CPM		
Wide Skyscraper	160 x 600	\$ 5 CPM		
Skyscraper	120 x 600	\$ 5 CPM		
Leaderboard	728 x 90	\$ 5 CPM		
Banner	468 x 60	\$ 5 CPM		
Floating Layer	300 x 300 <small>Flexible on size</small>	\$ 20 CPM		
Custom Profiles	TBC	TBC		
Intergrated Opportunities	TBC	TBC		

Premiums:

1. Geo Targeting/Time of Day Target Ad Unit Plus - 20%
2. Frequency Capped Ad Unit Plus - 20%

** Bebo data sourced from: TVNZ Ad Server*
Note: No Pencil Bookings on Bebo
Note: Minimum spend \$5000

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)

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.
3. Pencil bookings are not available for TVNZ ondemand and Bebo placements.

Creative Policy:

All creative is due at least three working days before the campaign start date.

Floating Layer creative is due five days before the campaign start date.

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

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 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. CPM's may not be exact due to rounding.

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