

PRODUCT: STATIC DISPLAY	RATE (CPM)	CREATIVE TYPE	*EST PAGE IMPRESSIONS PER WEEK	*EST UNIQUE BROWSERS PER WEEK
Run of Site tvnz.co.nz	\$13	Big Banner, Rectangle	3,713,059	620,160
Run of Section News	\$17			
Run of Section Sport	\$17			
Run of Section Television	\$22			
Run of Section TV ONE	\$22			
Run of Section TV2	\$22			
Market Place (RO Section Television/All Article Pages)	\$2 CPC	90 x 68		
News Gallery & Photo Gallery	\$8	Small Banner (468 x 60) & Logo (160 x 60)	116,300	28,200
Newsletter	\$890 per week		On Demand Subscribers 4,000 Daily Updates 14,700	
News Homepage	\$22	Big Banner, Rectangle	1,459,690	295,485
NZ News	\$22		395,424	99,063
World News	\$22		148,685	63,205
Business News	\$40		65,926	24,024
Politics	\$22		33,781	14,813
Weather	\$26	Plus Skyscraper	93,465	16,893
Entertainment	\$26		166,776	87,998
Technology	\$22		20,118	11,534
Health	\$22		15,929	8,499
Travel	\$22		9,193	5,649
Breakfast	\$22		295,800	78,557
Close Up	\$22		170,100	69,700
Sport	\$22	Big Banner, Rectangle	520,860	90,550
Rugby	\$22		84,750	25,316
All Blacks	\$22		54,420	22,500
Cricket	\$22		45,446	13,415
League	\$22		142,652	26,514

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Football	\$22		40,734	15,008
Netball	\$22		38,714	7,339
Basketball	\$22		6,254	3,598
Tennis	\$22		13,937	6,010
Motorsport	\$22		9,465	4,729
Golf	\$22		9,184	4,374
Other Sport	\$22		36,044	16,971
Tipping	\$22		13,740	4,312
Sports Fixtures and Results	\$17	Plus Skyscraper		
Television		Big Banner, Rectangle		
Home	\$26		61,423	32,206
Ondemand	\$26		177,726	69,288
TV Schedule	\$31		507,327	145,008
All Shows	\$31		194,898	79,106
Community	\$22	Plus Skyscraper	4,700	2,900
TV ONE	\$22		309,924	57,748
TV2	\$22		403,598	82,200
2Kids	\$40	Plus Skyscraper	14,503	4,748
Tenancy Homepage				
Takeover	\$10,800 Fixed price	All ad units & side skins	633,995	134,786
Section Takeover	\$5,390 Fixed price			
Page Peel Ad Unit	\$10,800 Fixed price	Available on Homepage and Section. Per week. frequency capped at 1		

PRODUCT: VIDEO ADVERTISING	RATE (CPM)	CREATIVE TYPE	*EST PAGE IMPRESSIONS PER WEEK	*EST UNIQUE BROWSERS PER WEEK
Drop Down Video Ads News/Sport	\$62	Rectangle		
News Content Video Pre Roll	\$71	15 secs. Max duration	833,518	166,703
Video Run of Site Ondemand	\$133	16x9 Video		
Video Run Of Site Ondemand with Big Banner	\$151			
Video Run Of Site PS3	\$133	16x9 Video	77,000	
Video Ondemand Targeted Shows	\$173	16x9 Video		
Video Ondemand Targeted Shows with Big Banner	\$191			
Video PS3 targeted Shows	\$173	16x9 Video		
%Alternative Screen+ (Platforms)				
iPad	P.O.A	Display Banner		
Additional Extras (minimum spend \$3,000)				
Key word Targeting	\$35 CPM			
ISP Targeting	Plus 20%			
Exclusivity/Tenancy Buys	Plus 20%			
Expanding & Polite Creative	Plus 20%			
Floating Layer	Plus 40%			
Geo Targeting/Time of Day Target	Plus 20%			
Frequency capped	Plus 20%			
Video Roadblocking	Plus 20%			
Longer length videos - 45s, 60s, 75s	Plus 40%	Subject to Approval		
Bespoke Opportunities (Content Creation/Integration Branded Content)	P.O.A	Please contact your Account Manager regarding non-standard ad units and integration opportunities.		
Ad on Pause ROS	\$84			
Ad on Pause Targeted	\$111			
Competition Pages	P.O.A			
Dedicated Ondemand Channel	P.O.A			
Dedicated Campaign Site	P.O.A			
Sponsorship	P.O.A			

Research Data Source Nielsen Online: Site Census.
TVNZ Company Market Intelligence.

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