

PACKAGE COSTS 2009–2010

PACK COST	AUTUMN/WINTER (Apr–Aug)	SPRING (Sep–Dec)	HOLIDAY (Post Xmas–Jan)	SUMMER (Feb–Mar)
PEAK				
TV	\$90,000*	\$95,000	\$70,000	\$80,000
TV/Online	\$103,000**	\$108,000	\$83,000	\$93,000
OFF PEAK				
TV	\$50,000#	\$55,000	\$45,000	\$50,000
TV/Online	\$63,000##	\$68,000	\$58,000	\$63,000

Please note: the above package costs include the TARP and CPM fee, and all production costs.

* Estimated Value \$169,000

** Estimated Value \$191,500

Estimated Value \$105,000

Estimated Value \$127,500

REPEAT PACKAGES

Clients have the ability to use the same creative again to buy another package at a later date. The prices for these packages are available on request. Outside of the initial campaign period, there will be roll over costs for any additional campaign utilising the same creative.

The Smart Choices Everyday roll over package fee will include talent roll over, a license fee for the Smart Choices Everyday masthead and the media costs of the campaign. Booking procedure will be as per the original campaign.

The Intellectual Property is retained by TVNZ and Brandworld and cannot be used without written permission.

INVOICING

The total amount of the package cost will be invoiced in two instalments by Brandworld – 50% in the month of production and 50% in the month the media is on air. The total package fee will also incorporate the TARP fee for the media agency, if so required.