

STRUCTURE OF PACKAGES

PEAK PACKAGE

GUARANTEED RATINGS	200
INDICATIVE WEEKLY TARP WEIGHTS	50 TARPs x 4 weeks
TARGET DEMO	HHS with kids 0-14
INDICATIVE NO. OF SPOTS	30
INDICATIVE 1+ REACH	70%
PEAK %	75% Peak/25% Off Peak
INDICATIVE CHANNEL SPLIT	60% TV2/40% TVONE
INDICATIVE KEY PROGRAMMES	1 x News per week 2 x Shortland St per 4 weeks
INDICATIVE OTHER PROGRAMMES	TV2 Movies with broad appeal 2-3 x 1800-1859 1-2 x High Reach 1930-2200

OFF PEAK PACKAGE

GUARANTEED RATINGS	200
INDICATIVE WEEKLY TARP WEIGHTS	50 TARPs x 4 weeks
TARGET DEMO	HHS with kids 0-14
INDICATIVE NO. OF SPOTS	60
INDICATIVE 1+ REACH	50%
PEAK %	100% Off Peak
INDICATIVE CHANNEL SPLIT	70% TV2/30% TVONE
INDICATIVE KEY PROGRAMMES	1-2 x Breakfast per week 1-2 x Good Morning per week 2-3 x 1700-1759 per week

ONLINE PACKAGE

MASTHEAD PRODUCTION

- Copy/imagery/page set up
- Promotion/competition database creation
- Promotion/competition management
- Producer resource

TARGETED VIDEO PACK

- TVNZ Ondemand/TVNZ.co.nz
- 50,000 Targeted video ad impressions ROS
- Creative production/re-formatting