

TERMS AND CONDITIONS

- Smart Choices Everyday is quoted as a net package price and pack buyers will **not** receive TOT base discount or Term discount. Smart Choices Everyday packs will **not** attract any other TOT benefits such as bonus; however 65% of the package spend **will** contribute to a client's TVNZ TOT volume.
- Smart Choices Everyday pack buys are available from Monday the 22nd of June 2009.
- Packs are based on 30-second durations. Other durations are available (please contact your TVNZ sales representative), and will incur the appropriate loading percentage fee from the 30 second rate. Any duration above 90 seconds and multiple duration packs are subject to negotiation with TVNZ.
- Variations in TARP weights, commercial durations and campaign periods will be priced on request.
- A \$25 per TARP fee is applicable to the TV spot component of all packages invoiced through a client's media agency. The TARP fee will be paid against the guaranteed TARPs.
- A \$10 CPM fee is applicable to the digital components of all packages including video advertising elements invoiced through a client's media agency. The CPM fee will be paid against the guaranteed impressions.
- Ratings are guaranteed on all national published packs only, and are guaranteed against Household Shoppers with Kids only. Ratings guaranteed will vary with packs differing from those published.
- Regional airtime is possible, subject to demand. Conditions and ratings will vary from those published.
- Limited packs are available. Packs will be sold on a first come, first served basis.
- The spot numbers and reach objectives detailed in this document are an indication only. Package spot placement is at TVNZ's discretion, and is subject to TVNZ sponsorship restrictions. No specific break requests will be available.
- All spot placement is subject to final confirmation.
- All airtime is subject to availability.
- A cancellation fee of 100% will apply four weeks from air date.
- Repeat packages after 8 weeks will incur intellectual property, media and talent roll over fees.
- All database information collected from the Smart Choices Everyday website including but not limited to user registration data, competition entry information, website usage data and other website user data is the sole and exclusive property of TVNZ and Brandworld and may only be used by a third party with express written permission from TVNZ/Brandworld.

PRODUCTION AND TALENT

- The package cost covers talent fees for one main presenter and covers filming and exposure up to an 8 week period. Additional talent image rights for instore usage, appearances etc will be separately negotiated.
- The package covers production costs of scripting, pre and post production and filming in one location or TVNZ studio.
- Additional requirements such as location fees, food stylists, animation, additional footage, archive costs, usage rights and secondary talent etc are additional costs.
- Package costs are based on filming in the Auckland region (Location considered in the Auckland region is 20km from Central Auckland police station). All other locations will incur additional travel costs.

STANDARD TERMS AND CONDITIONS

- All other standard TVNZ conditions apply and pack buyers acknowledge they have read and accepted these.