



# Digital Media Ratecard

RATECARD VALID AS AT MAY 2020

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For more information please contact your TVNZ Business Manager.

For a full list of specs and more please visit our trade site:  
<https://www.tvnz.co.nz/sales>

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PLACEMENT	PLATFORM	DEVICE	FORMAT	DURATION	LOADING	DIRECT/ PROGRAMMATIC	CREATIVE PRODUCTION (NET)	ROS CPM (GROSS)	TARGETED CPM (GROSS)	DAILY BUY (GROSS)
Video ad + desktop companion banner Run-of-site	TVNZ OnDemand	Agnostic	Standard video	30		Direct/Programmatic		\$145		
Video ad + desktop companion banner Targeted	TVNZ OnDemand	Agnostic	Standard video	30		Direct/Programmatic			\$185	
TVNZ Floating Layer	TVNZ OnDemand	Desktop	High Impact video	30		Direct	\$1,500		\$220	
INNOVID Ad Selector	TVNZ OnDemand	Desktop	Interactive video	30		Direct/Programmatic	\$3,000		\$220	
INNOVID Canvas	TVNZ OnDemand	Agnostic	High Impact video	30		Direct/Programmatic	\$3,000		\$220	
INNOVID Overlay	TVNZ OnDemand	Agnostic	High Impact video	30		Direct/Programmatic	\$3,000		\$220	
INNOVID Name Personalisation	TVNZ OnDemand	Agnostic	Dynamic video	30		Direct	\$5,500		\$220	
INNOVID Dynamic video using location	TVNZ OnDemand	Agnostic	Dynamic video	30		Direct/Programmatic	\$5,500		\$220	
INNOVID Dynamic video using weather	TVNZ OnDemand	Agnostic	Dynamic video	30		Direct/Programmatic	\$5,500		\$220	
INNOVID Custom builds	TVNZ OnDemand	TBC	Custom video	30		TBC	POA		\$220	
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	6	50%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	15	90%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	45	145%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	60	180%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	90	220%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	120	250%	Direct/Programmatic				<i>(Duration subject to TVNZ approval)</i>
Video ad + desktop companion banner	TVNZ OnDemand	Agnostic	Standard video	180	300%	Direct/Programmatic				<i>(Duration subject to TVNZ approval)</i>
TVNZ OnDemand can accommodate any odd durations not listed here	TVNZ OnDemand	Agnostic	Standard video	Odd durations	TBC	Direct/Programmatic				



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True First video buyout	TVNZ OnDemand	Agnostic	Standard video	0-30		Direct				\$17,000
Daily buyout (OD video true first, INN responsive banner, INN mobile-web backdrop true first)	TVNZ OnDemand / 1 News	Combination	Standard video/ bespoke display			Direct				\$30,000
Ad on Pause (direct or via DV360)	TVNZ OnDemand	Combination	Bespoke display			Direct/Programmatic		\$65	\$70	
Ad on Pause DV360 first/third party data overlay. Creative hosted by TVNZ	TVNZ OnDemand	Combination	Bespoke display			Programmatic			+50%	
TVNZ OnDemand Homepage Buyout (Desktop, Mobile web, Mobile app and Tablet web)	TVNZ OnDemand	Combination	Standard display			Direct				\$4,000
TVNZ OnDemand Desktop Homepage Buyout	TVNZ OnDemand	Desktop	Standard display			Direct				\$1,500
MREC (300x250)	TVNZ OnDemand	Agnostic	Standard display			Direct/Programmatic		\$15	\$25	
Leaderboard (728x90)	TVNZ OnDemand	Agnostic	Standard display			Direct/Programmatic		\$15	\$25	
Mobile Banner (320x50)	TVNZ OnDemand	Mobile app	Standard display			Direct/Programmatic		\$15	\$25	
Third-party data matching	TVNZ OnDemand	Agnostic	Standard video/ display			Direct	POA			\$220
<b>TVNZ OnDemand Targeting Options</b>										
Age/Gender/Programme targeting	TVNZ OnDemand	Agnostic	Standard video			Direct/Programmatic				\$185
Ad Break/Pre roll only targeting	TVNZ OnDemand	Agnostic	Standard video		+20%	Direct/Programmatic				
Device targeting	TVNZ OnDemand	-	Standard video		+20%	Direct/Programmatic				
Time of day targeting	TVNZ OnDemand	Agnostic	Standard video		+20%	Direct/Programmatic				
Frequency capping	TVNZ OnDemand	Agnostic	Standard video		+20%	Direct/Programmatic				
Re-targeting	TVNZ OnDemand	Agnostic	Standard video/ display		+20%	Direct				
Geo-targeting (by region)	TVNZ OnDemand	Agnostic	Standard video/ display		+20%	Direct/Programmatic				



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PLACEMENT	PLATFORM	DEVICE	FORMAT	DURATION	LOADING	DIRECT/ PROGRAMMATIC	CREATIVE PRODUCTION (NET)	ROS CPM (GROSS)	TARGETED CPM (GROSS)	DAILY BUY (GROSS)
1 News/Re: video	1 News/Re:	Agnostic	Video pre roll	6		Direct/Programmatic		\$41	\$50	
1 News/Re: video	1 News/Re:	Mobile	Video pre roll	15		Direct/Programmatic		\$75	\$90	
1 News/Re: video	1 News/Re:	Desktop	Video pre roll	30		Direct/Programmatic		\$100	\$120	
1 News/Re: can accommodate any odd durations not listed here less than 15 seconds	1 News/Re:	Mobile	Video pre roll	Odd durations		Direct/Programmatic		POA	POA	
1 News Responsive banner (static) and companion banner	1 News	Agnostic	Bespoke display			Direct				\$9,000
1 News Responsive banner (in-banner video) and companion banner	1 News	Agnostic	Bespoke display			Direct				\$10,000
1 News Desktop homepage buyout (970x250 and 300x250)	1 News	Desktop	Standard display			Direct				\$1,500
1 News Half page banner (300x600)	1 News	Desktop	Standard display			Direct/Programmatic		\$20		
1 News MREC (300x250)	1 News	Agnostic	Standard display			Direct/Programmatic		\$15		
1 News Native	1 News	Desktop/ Mobile-web	Native			Direct		\$15		
1 News Mobile-web backdrop (750x1500)	1 News	Mobile-web	Bespoke display			Direct		\$50		
1 News Mobile-web backdrop (750x1500) True First	1 News	Mobile-web	Bespoke display			Direct				\$4,000
1 News Tablet leaderboard (728x90)	1 News	Tablet app	Standard display			Direct/Programmatic		\$15		
1 News Mobile banner (320x50)	1 News	Mobile app	Standard display			Direct/Programmatic		\$15		



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<b>1 News Targeting Options</b>										
Device targeting	1 News	-	Standard video/ display		+20%	Direct/Programmatic				
Time of day targeting	1 News	Agnostic	Standard video/ display		+20%	Direct/Programmatic				
Frequency capping	1 News	Agnostic	Standard video/ display		+20%	Direct/Programmatic				
Re-targeting	1 News	Agnostic	Standard video/ display		+20%	Direct				
Keyword/Topic targeting	1 News	Agnostic	Standard video/ display		+20%	Direct/Programmatic				
Geo-targeting (by region)	1 News	Agnostic	Standard video/ display		+20%	Direct/Programmatic				

**We have a range of Integration, Sponsorship and Partnership opportunities available across TVNZ OnDemand, 1 News and Re:**

**To find out more please reach out to our Sales team.**



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