



Digital Media Ratecard

RATECARD EFFECTIVE FROM JANUARY 2023



tvnz+

Re:

1 news

For more information please contact your TVNZ Business Manager.

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

TVNZ Digital Media Ratecard



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TVNZ+ PLACEMENT	PLATFORM	DEVICE	FORMAT	DURATION	LOADING	DIRECT/ PROGRAMMATIC	CREATIVE PRODUCTION (NET)	ROS CPM (GROSS)	TARGETED CPM (GROSS)	DAILY BUY (GROSS)
TVNZ+ Network Video										
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	15/30	-	Direct/Programmatic		\$128	\$160	
TVNZ+ Video OnDemand (VOD)										
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	15/30	-	Direct/Programmatic		\$145	\$185	
TVNZ+ Advanced Video Formats (VOD)										
INNOVID Interactive CTV	TVNZ+	CTV	Interactive Video	15/30		Direct/Programmatic	\$5,500		\$220	
INNOVID Canvas	TVNZ+	Agnostic	High Impact video	15/30		Direct/Programmatic	\$3,000		\$220	
INNOVID Overlay	TVNZ+	Agnostic	High Impact video	15/30		Direct/Programmatic	\$3,000		\$220	
INNOVID Name Personalisation	TVNZ+	Agnostic	Dynamic video	15/30		Direct	\$5,500		\$220	
INNOVID Dynamic video	TVNZ+	Agnostic	Dynamic video	15/30		Direct/Programmatic	\$5,500		\$220	
INNOVID Custom builds	TVNZ+	TBC	Custom video	15/30		TBC	POA		\$220	
Behavioural Segments – TVNZ+ Audience Amplifier (VOD & Live Stream)										
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	15/30		Direct/Programmatic		\$145	\$185	
<i>For a list of Audience Amplifier+ segments please reach out to your TVNZ Business Manager</i>										
TVNZ+ Targeting Loadings										
Any Additional Targeting (per layer)	TVNZ+	Agnostic	Standard video		+20%	Direct/Programmatic				

Network Buy/VOD Options: Age/Gender, Time of day, Device, Geo (by region).
 VOD Only Options: Show, Genre, Ad-break (pre-roll/mid-roll).

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TVNZ+ Duration Loadings										
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	6	50%	Direct/Programmatic	6sec only available for VOD bookings (not available with Network video)			
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	15/30	100%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	45	145%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	60	180%	Direct/Programmatic				
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	90	220%	Direct/Programmatic	(Duration subject to TVNZ approval)			
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	120	250%	Direct/Programmatic	(Duration subject to TVNZ approval)			
Video ad + desktop companion banner	TVNZ+	Agnostic	Standard video	180	300%	Direct/Programmatic	(Duration subject to TVNZ approval)			
TVNZ+ can accommodate any odd durations not listed here	TVNZ+	Agnostic	Standard video	Odd durations	TBC	Direct/Programmatic				
TVNZ+ Daily Buyouts										
Daily Video Reach Blast	TVNZ+	Agnostic	Standard video	6-30		Direct				\$24,990
Daily buyout (TVNZ+ Daily Video Reach Blast & 1 News Responsive Banner)	TVNZ+	Combination	Standard video/ bespoke display			Direct				\$29,490
TVNZ+ Homepage Buyout (Desktop, Mobile web, Mobile app and Tablet web)	TVNZ+	Combination	Standard display			Direct				\$2,000
TVNZ+ Display										
Ad on Pause (direct or via DV360)	TVNZ+	Combination	Bespoke display			Direct/Programmatic		\$80	\$90	
300x250/728x90	TVNZ+	Agnostic	Standard display			Direct/Programmatic		\$15	\$25	
TVNZ+ Data-matching										
First-party data matching	TVNZ+	Agnostic	Standard video/ display			Direct		POA	POA	

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1 NEWS PLACEMENT	PLATFORM	DEVICE	FORMAT	DURATION	LOADING	DIRECT/ PROGRAMMATIC	CREATIVE PRODUCTION (NET)	ROS CPM (GROSS)	TARGETED CPM (GROSS)	DAILY BUY (GROSS)
1 News Video										
1 News/Re: video	1 News/Re:	Agnostic	Video pre roll	6	75%	Direct/Programmatic				
1 News/Re: video	1 News/Re:	Mobile/ Desktop	Video pre roll	15		Direct/Programmatic				
1 News/Re: video	1 News/Re:	Desktop	Video pre roll	30		Direct/Programmatic		\$100		
1 News/Re: can accommodate any odd durations not listed here less than 30 seconds	1 News/Re:	-	Video pre roll	Odd durations		Direct/Programmatic		POA		
1 News Daily Buyouts										
1 News Responsive Banner and Homepage MREC	1 News	Agnostic	Bespoke display			Direct			\$4,500	
1 News Responsive Banner with video and Homepage MREC	1 News	Agnostic	Bespoke display			Direct			\$5,000	
1 News Desktop Homepage buyout (970x250 and 300x250)	1 News	Desktop	Standard display			Direct			\$1,500	
1 News Sponsored Content										
1 News Sponsored Content	1 News	Agnostic	Sponsored Article			Direct	POA			
1 News Display										
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 Targeting Options										
Device Targeting, Time of day, Keyword/Topic, 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+, 1 News and Re:
To find out more please reach out to our Sales team**