

# How to advertise on TV



# The three most common ways to advertise on TV

**Spot buying**

**Audience trading**

**Sponsorship**

**Integration**

# Spot buying

## What is spot buying?

Spot buying is the traditional method of purchasing TV advertising space based on specific time slots or "spots".

The cost of each spot is determined by factors such as advertiser demand, time of day, and expected viewership.

This method gives you control over when and where your ad is played. However, there are no guarantees on audience delivery.

## How do you do it?

There are two different ways to advertise on TV with spot buying.

1. You can spot buy using tools like TVMap. Ad agencies can often do this for you.
2. Alternatively, you can send a brief to our friendly TVNZ Sales team and we can help you. [Click here to contact our sales team.](#)



# Audience trading

## What is audience trading?

Audience trading is the easiest method of TV advertising. Your TV campaign is bought and managed by TVNZ and delivers an audience for an agreed price.

Spot buying does not guarantee audience. Audience trading does, which gives advertisers confidence that their campaign will deliver in full.

You can choose to advertise on TV via spot buying or audience trading, but we recommend using audience trading.

## How do you do it?

There are two different ways to advertise on TV with audience trading.

1. Simply to head to our sales website and follow the instructions on our audience trading tool. [Click here to start audience trading.](#)
2. Alternatively, you can send a brief to our friendly TVNZ Sales team and we can help you. [Click here to contact our sales team.](#)



# Regional advertising on linear TV

Regional targeting lets you select specific locations where you want your ad to be shown. Regional TV advertising is only available by spot buying on TVNZ 1.

There are four regions available which is outlined by the map to the right: Auckland, Waikato, Central and Southern. The cost of each spot is calculated as a percentage of the national rate:

**Auckland**  
REGION



**Waikato**  
REGION



**Southern**  
REGION



**Central**  
REGION

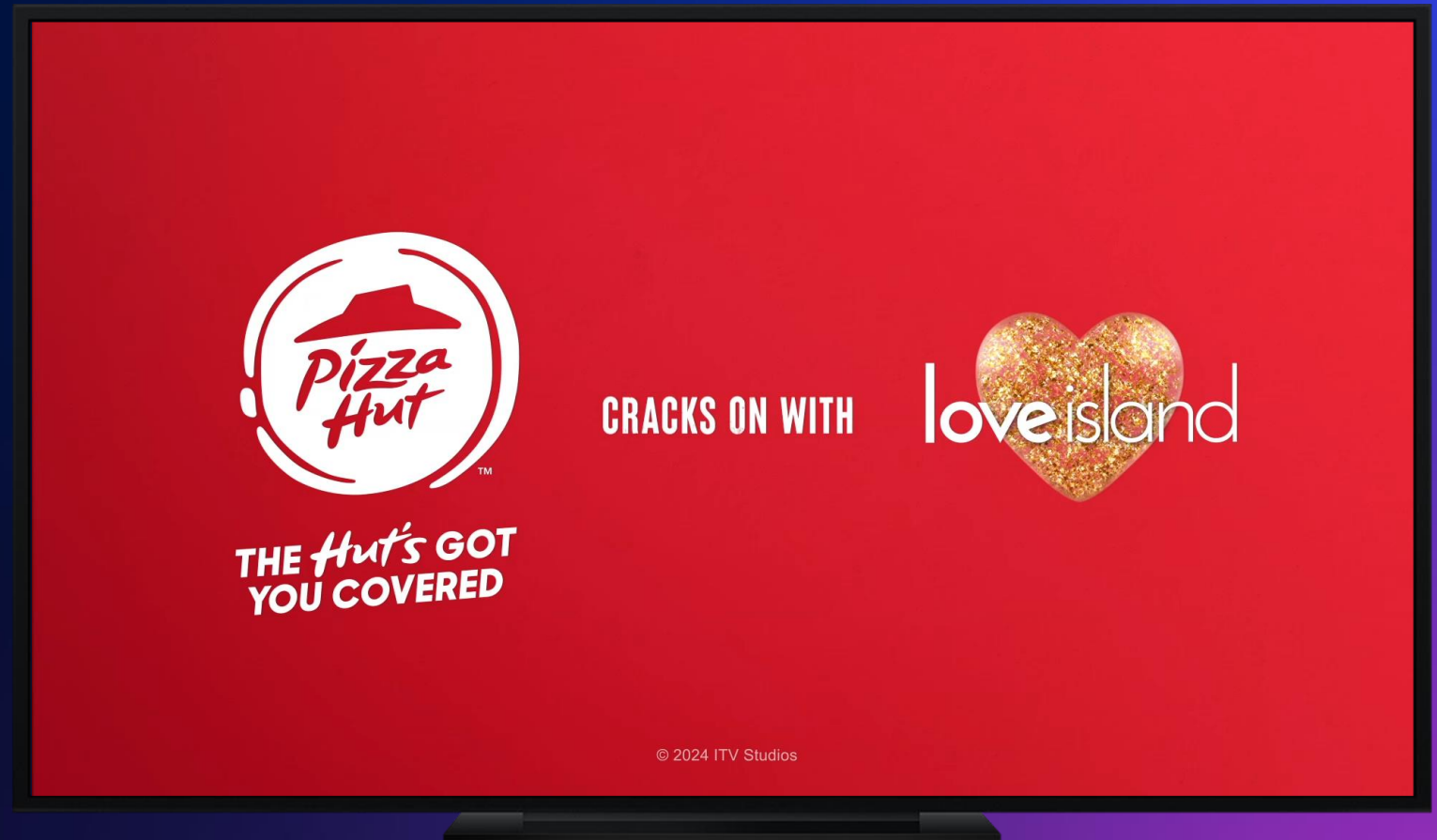


# TV sponsorship

## What is sponsorship?

TV sponsorships are very versatile. Advertisers can sponsor a single programme, a segment within a programme, a certain genre or an entire channel.

If you are interested in sponsorship, please send a brief to the TVNZ Sales team.  
[Click here to contact our sales team.](#)





# TV integration

## What is integration?

Sometimes referred to as product placement, integration is blending an advertiser's product or message into the TV programme.

Integration can take many different forms, so we recommend talking to our sales team to help find you the best option. [Click here to contact our sales team.](#)



**Still have questions?**

**Click here to contact  
our sales team**



# Ngā mihi

