



# Digital Media Ratecard

Ratecard valid as of January 2018

## OnDemand Advertising

VIDEO ADVERTISING	GROSS RATE
<b>TVNZ OnDemand (30 Second duration)</b>	<b>CPM</b>
Targeted Video Ad + Companion Banner	
Data Targeting (Age & Gender)	\$185
Device/Programme/Geography Targeting	\$185
Re-Targeting	\$185
Run of Site Video Ad + Companion Banner	\$145
Ad Break/Preroll Only Targeting (applied to relevant 30 Second Rate)	+20%
<b>True First Video Buyout</b>	\$12,950 per day
<b>Interactive Video</b>	<b>CPM</b>
Ad Selector	\$220
Ad Hover	\$220
Floating layer	\$220
<b>Video Ad Duration Loading (applied to relevant 30 Second Rate)</b>	
6 Seconds	50%
15 Seconds	90%
45 Seconds	145%
60 Seconds	180%
90 Seconds	220%
120 Seconds (subject to TVNZ approval)	250%
180 Seconds (subject to TVNZ approval)	300%
<b>DISPLAY ADVERTISING</b>	
<b>TVNZ OnDemand</b>	
TVNZ OnDemand Billboard (970x250)	\$2,500 per day
OnDemand Homepage Buyout (970x250, 320x50, 220x152, 281x195)	\$3,500 per day
Targeted Rectangle (300x250) & Banner (728x90)	\$20
Run of Site Rectangle (300x250) & Banner (728x90)	\$15

Specs: <https://www.tvnz.co.nz/sales/tvz-specs>  
 Contact your Business Manager for further opportunities



## 1 News Now Advertising

VIDEO ADVERTISING	GROSS RATE
<b>1 News Now (15 Second duration)</b>	
<b>CPM</b>	
Targeted Video Ad + Companion Banner	
Device/Keyword/Geography/Time of day Targeting	\$90
Re-Targeting	\$90
Run of Site Video Ad + Companion Banner	\$75
<b>Video Ad Duration Loading (applied to relevant 15 Second Rate)</b>	
6 Seconds (Mobile only)	55%
<b>DISPLAY ADVERTISING</b>	
<b>1 NEWS NOW</b>	
Targeted Rectangle (300x250) or Leaderboard (728x90)	\$20
Run of Site Rectangle (300x250) or Leaderboard (728x90)	\$15
Half Page Banner (300x600)	\$25
ONE News Homepage Billboard (970x250)	\$6,000 per day
Sponsored Text Link (Image + Message)	\$2,000 per day
<b>1 NEWS NOW App</b>	
Tablet Banner	\$20
Smart Phone Banner	\$15
<b>1 NEWS NOW Display</b>	
Mobile Backdrop (750x1500)	\$70 CPM
	\$2400 CPD

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