

2010 MAKING OUTDOOR COUNT

INSIGHT INNOVATION AUDIENCE DELIVERY

Adshel Planning Weights and Rate Card – NZ

BROADCAST PACKAGES	PANEL WEIGHT	COVERAGE	BROADCAST PANEL RATE	BROADCAST PANEL RATE WITH A 20% TARGETED SKEW
Super Heavy Weight	500+	National	\$300	\$330
Heavy Weight	300	National	\$350	\$385
Medium Weight	200	Main Mets	\$375	\$410
Light Weight	125	Main Mets	\$400	\$440

TAILORED PACKAGES	PANEL WEIGHT	COVERAGE	PANEL RATE
Inner City	75	Main Mets	\$480
Auckland LINK Bus Route	20	Auckland only	\$575
FMCG1 – Supermarket Only	150	Main Mets	\$480
FMCG2 – Supermarket & Route Trade	200	National	\$440
Beauty & Retail	80	Main Mets	\$440
Youth & Education	100	Main Mets	\$440
Youth & Entertainment	100	Main Mets	\$480
Create	30	Main Mets	\$575
Bespoke/Site Specific	Based on Campaign Objectives	TBA	\$575

Standard Panel Rate **\$480**

Adshel Buying Guidelines

1. Single Market Buy incurs a 20% loading.
2. Packs can not be broken - ie. No geographical skew, no single city buy, etc.
3. Limited FMCG 1 packs available therefore these packs cannot be held. Only firm bookings will be accepted.
4. Specific Create sites may be included in any given campaign. A minimum 100 panel weight is required to secure create sites at the negotiated panel rate otherwise a premium panel rate will be charged. See Create Section of Media Kit.
5. Volume Incentive Discounts may be applied based on an annual financial commitment.
6. All rates shown are gross and are eligible for agency commission if placed through an accredited advertising agency.
7. Campaigns are placed in two week increments on posting dates shown on the posting calendar included in our 2010 Media Kit. Mid posts will only be accepted upon management approval and will attract a price premium. Mid Posts will not be accepted during Q4.
8. All rates are GST exclusive.

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