



240,000 POTENTIAL
CUSTOMERS WATCH
THE CAFÉ ON TV3
EVERY WEEK



Weekdays 9am

ADVERTORIALS

- ADVERTORIALS ON THE CAFÉ ARE A PROVEN METHOD OF EXPLAINING ‘WHY’ PEOPLE SHOULD BUY THE PRODUCT OR SERVICE YOUR BUSINESS OFFERS
- THIS IS 2 OR 4 MINUTES WHERE YOUR PRODUCT OR BUSINESS ARE THE STAR OF THE SHOW
- TALK DIRECT TO THE RIGHT AUDIENCE AND TURN THEM IN TO NEW CUSTOMERS
- CREATE LEADS AND GENERATE NEW SALES STRAIGHT AWAY
- ADVERTORIALS ARE IN-SHOW CONTENT AND PROVEN TO BE FAR MORE EFFECTIVE THAN STANDARD TV ADVERTISING IN AD BREAKS
- DO IT RIGHT AND ADVERTORIALS WORK!

“As soon as our first week of Advertorials kicked off on The Café, our leads increased by over 300%” **Jeremy Hosking, Director – Super Advice**

“The Café Advertorials are our number one lead generator”
Darryl Clarke, Director - Show TV



RATECARD

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:05am	2 minutes \$5000	2 minutes \$5000	2 minutes \$5000	2 minutes \$5000	2 minutes \$5000
9:14am	4 minutes \$4500	4 minutes \$4500	4 minutes \$4500	4 minutes \$4500	4 minutes \$4500
9:26am	4 Minutes \$3000	4 Minutes \$3000	4 Minutes \$3000	4 Minutes \$3000	4 Minutes \$3000
9:35am	4 minutes \$2500	4 minutes \$2500	4 minutes \$2500	4 minutes \$2500	4 minutes \$2500
9:45am	4 minutes \$2200	4 minutes \$2200	4 minutes \$2200	4 minutes \$2200	4 minutes \$2200
9:55am	2 minutes \$1750	2 minutes \$1750	2 minutes \$1750	2 minutes \$1750	2 minutes \$1750



VOLUME DISCOUNT



50% DISCOUNT	FOR ANNUAL BUDGETS IN EXCESS OF \$200,000* A 50% DISCOUNT IS APPLIED TO RATECARD PRICING
30% DISCOUNT	FOR ANNUAL BUDGETS BETWEEN \$150,000 AND \$199,999* A 50% DISCOUNT IS APPLIED TO RATECARD PRICING
20% DISCOUNT	FOR ANNUAL BUDGETS BETWEEN \$100,000 AND \$149,999* A 15% DISCOUNT IS APPLIED TO RATECARD PRICING
15% DISCOUNT	FOR ANNUAL BUDGETS UP TO \$99,999* A 15% DISCOUNT IS APPLIED TO RATECARD PRICING

*PRICING IS EXCLUSIVE OF GST AND AGENCY COMMISSION



- THE CAFÉ ADVERTORIALS ARE FILMED AT OUR STUDIOS AT TVNZ IN CENTRAL AUCKLAND USUALLY ON A WEDNESDAY
- THE CAFÉ SHOW IS CHARGED STUDIO AT A HALF DAY FEE, SO ONCE A BOOKING IS PENCILLED IN, IT WILL ONLY BE CONFIRMED ONCE THE REMAINING TIME IS ALSO BOOKED BY ANOTHER CLIENT
- CLIENTS SUBMIT A SCRIPT TO THE ADVERTORIAL PRODUCER WHO WILL ASSIST IN EDITING THEM TO THE RIGHT DURATION
- FILMING OF ADVERTORIALS IS CHARGED AT THE RATE OF \$1000 PER HOUR UNLESS PART OF AN OVER ARCHING VOLUME DEAL / CONTRACT
- ADVERTORIAL SCRIPTING MUST BE WITHING THE CAFÉ BRAND STYLE AND INCLUDE Q&A ACROSS THE SPOT WITH THE CAFÉ ADVERTORIAL HOST (MINIMUM 6 QUESTIONS / STATEMENTS ACROSS 4 MINUTES)
- EACH ADVERTORIAL CAN PLAY A MAXIMUM OF 15 TIMES BEFORE CLIENTS NEED TO COME BACK AND RECORD A NEW VERSION – THE ADVERTORIAL PRODUCER WILL LIAISE WITH CLIENTS ON THIS / TIMING
- THE 15 PLAYS LIMIT IS TO MAKE SURE YOUR ADVERTORIAL REMAINS FRESH AND EFFECTIVE AND DOESN'T REACH A POINT WHERE VIEWERS HAVE SEEN IT SO MANY TIMES THAT IT BECOMES A NEGATIVE
- AT THE START OF EACH NEW CALENDAR YEAR, CLIENTS ARE REQUIRED TO BOOK RECORD DATES REGARDLESS OF HOW MANY PLAYS A PARTICULAR ADVERTORIAL MAY HAVE HAD. THIS IS BECAUSE THE CAFÉ SET IS UPDATED EACH SEASON AND THE ADVERTORIAL PRESENTER WARDROBE WILL CHANGE
- ADDITIONAL STUDIO RECORDING SESSION ARE CHARGED AT THE HOURLY RATE OF \$1000+GST
- ANY POST PRODUCTION CHANGES REQUIRED AFTER CLIENT SIGN OFF OF THE ADVERTORIALS IS CHARGED AT \$200 PER HOUR