



**COUNTRYTV**

The logo for Country TV features the word "COUNTRY" in a bold, dark green, sans-serif font. The letters "TV" are in a larger, stylized font with a gradient of colors: green for the "T", yellow for the first "V", and blue for the second "V". The background of the slide is a photograph of a white lamb in a field, with a barn and trees in the background. The top and bottom of the slide have a teal and green geometric design.

**Advertising Options**

# ON-AIR ADVERTISING



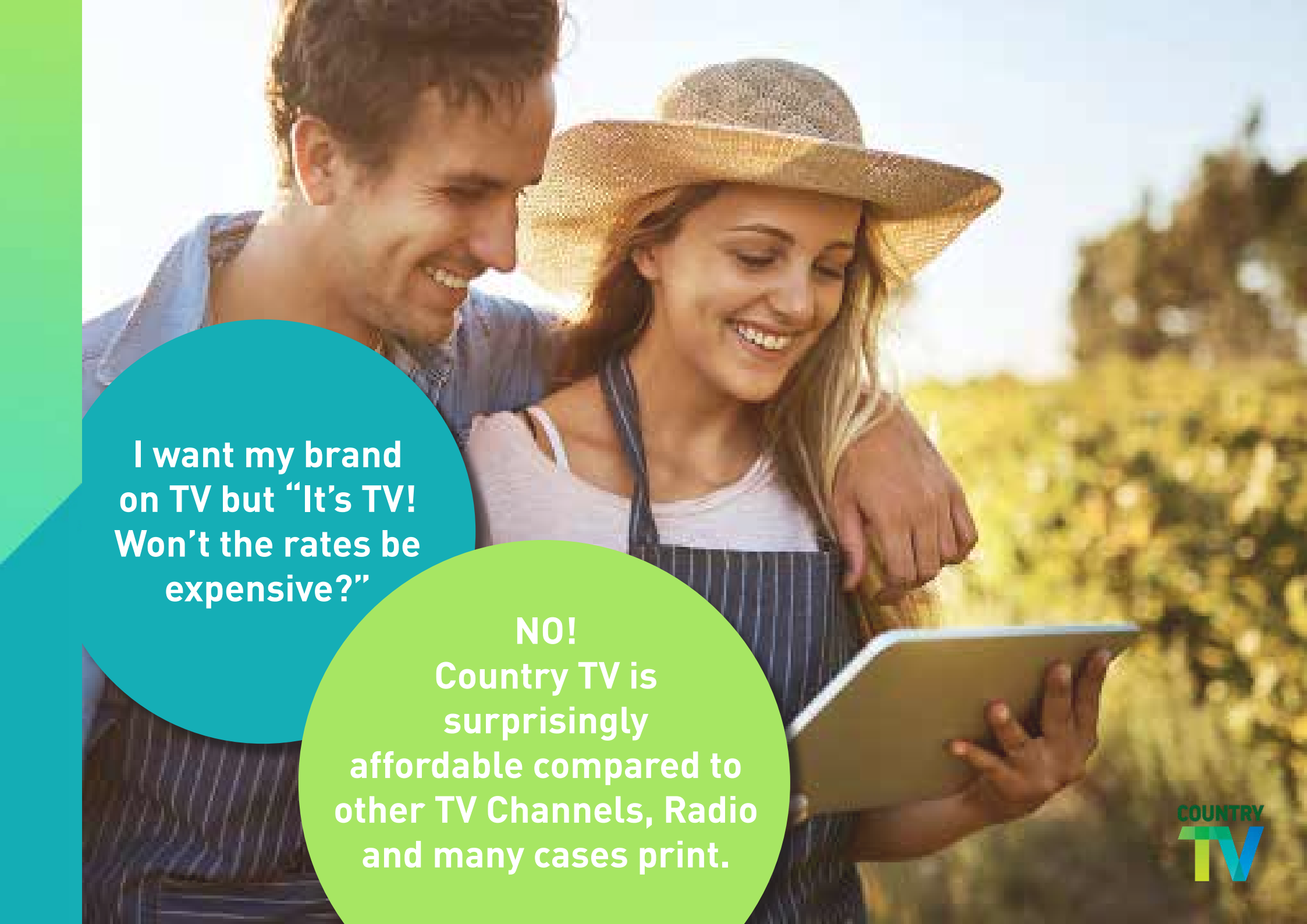
The rural sector is an exciting market reaching a diversified field of audiences. Country TV offers personalised and effective promotions to communicate your brand to your target market. Contact us today to learn more about our advertising and sponsorship opportunities!

## BRING YOUR BRAND TO THE BIG SCREEN



PONIES!



A man and a woman are smiling and looking at a tablet together in a vineyard. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a straw hat and a blue apron over a white shirt. They are both looking at a tablet held by the woman. The background is a vineyard with rows of grapevines under a bright sky.

**I want my brand  
on TV but “It’s TV!  
Won’t the rates be  
expensive?”**

**NO!  
Country TV is  
surprisingly  
affordable compared to  
other TV Channels, Radio  
and many cases print.**



YOU CAN PLACE A 30 SECOND TELEVISION  
COMMERCIAL (TVC) DURING PEAK VIEWING FOR  
\$215 PER SLOT

OR

FOR \$2500 YOU CAN GET 12 SLOTS

WHEN YOU COMPARE THIS TO A PRINT AD AT  
(APPROX \$6000) PER PLACEMENT  
AND NO GUARANTEED READERSHIP, OUR RATE  
CARD IS

**Compelling!**

‘BUT WAIT’, IF YOU BUY ONE OF OUR  
‘SPECIAL RATES’ PACKAGES  
WE CAN DO A LOT BETTER THAN THAT!





## RATE CARD 2022

081

### SPECIAL RATE PLAN 1 - VALUE PACKAGES

PLAN	2wk	4wk	6wk	8wk	10wk	12wk
TOTAL SPOTS	100	200	300	400	500	600
PRICE	\$2,500	\$4,500	\$6,075	\$7,290	\$8,200	\$8,857

30 SEC TVC, longer or shorter spot rates available upon request, spots will be evenly distributed across peak & off peak, assumes approved TVC provided, indicative production costs below, quote available on request



### SPECIAL RATE PLAN 2 - FARMER'S MARKET

PLAN	4wk	8wk	12wk	16wk	24wk
TOTAL SPOTS	84	168	252	336	504
PRICE	\$1,600	\$2,880	\$3,888	\$4,665	\$6,300

15 SEC TVC, longer spot rates options available upon request, spots are all in semi-peak times, 8-9am, 12-1pm, 5-6pm, Sundays 12.30-1.30pm, 4-5pm, 7-8pm, a one-off production charge of \$200 will apply to any of the Farmer's Market packages plus CAB approval if required



**WE ARE  
SURE YOU  
WILL AGREE!**




# DIGITAL ADVERTISING


Country TV produces engaging and informative content across its range of digital media platforms to offer its audiences an interactive extension to the on air and online experience.

Country TV's fast-growing social media platforms and e-news database drive traffic to our website and emphasises programme highlights and up-to-date news in Agribusiness, Lifestyle and the Equestrian Sport as well as building a sense of the Country TV 'community'.


## SOCIAL MEDIA

 **5855** FOLLOWERS


 **829** FOLLOWERS

 **1201** FOLLOWERS

## WEBSITE

 **2117** PAGE VIEWS  
PER MONTH


 **958** USERS PER MONTH

 **71.35%** BOUNCE RATE

 **1.20** AVERAGE TIME  
ON SITE

## E-NEWSLETTER

 **3.4K** SUBSCRIBERS

 **40%** OPEN RATE

# COUNTRYTV

## SPONSORSHIP OPPORTUNITIES

### THEME NIGHT SPONSORSHIP

The Sponsorship of one of Country TV's seven Theme Nights is the best way for your brand to market directly to your target audience.

Theme Night Sponsors are represented on Country TV's website, Social Media Channels, E-Newsletters, printed Advertisements and promotional Flyers, and of course on air and online!

### PROGRAMME SPONSORSHIP

Country TV offers programme sponsorships, naming rights and naming association packages tailored to your specific needs and advertising goals.

Country TV offers integrated promotions throughout our diverse programme that suits your audience, brand and product.



# WE ALSO OFFER



## ADVERTORIALS

## TV COMMERCIALS





# COUNTRYTV

**sky**

CHANNEL 81

**ONLINE**

COUNTRYTV.CO.NZ



**Talk to Stephen today about building your brand with NZ's  
most loyal and engaged rural viewers**



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