

# Latest Colmar Brunton/NZ On Air Survey Shows...

**89%**

89% of Nelson and Tasman viewers consider Mainland TV to be their local channel

**91%**

91% of viewers rate Mainland TV good to excellent in overall quality

**59%**

59% of viewers watch Local News

**32,000**

Approximately 32,000 viewers tune into Mainland TV every week

Source: Colmar Brunton/NZ On Air – Audience Survey, July 2014

## Why Mainland TV?

### WE'RE LOCAL.

Recent research shows that people watch their local channel because they are interested in local news, information, events and programmes that are about their region.

### QUALITY PRODUCTION

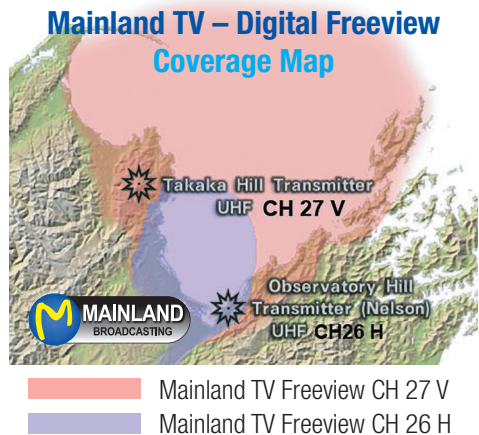
Mainland TV is your one-stop production house for script writing, talent, voicing, filming, editing and post production effects.

### MAINLAND TV IS DIGITAL

Mainland TV broadcasts digital TV on Freeview and Sky's Igloo set top boxes on all digital TVs into over 92% of all homes in Nelson, Tasman and Golden Bay.

### BONUS RADIO ADVERTISING

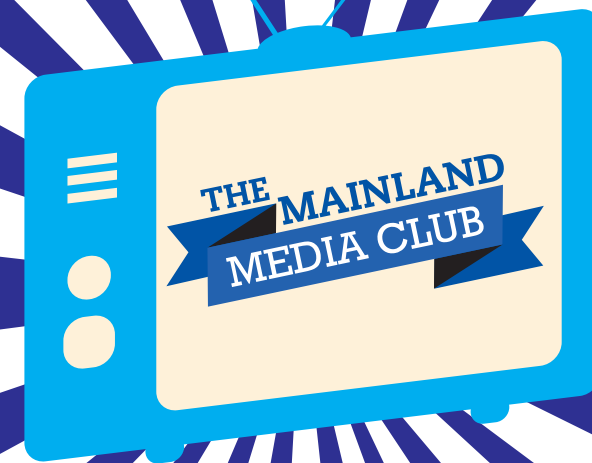
Advertise with The Mainland Media Club and get free radio advertising on Mainland Radio 1.



**Hang on a minute... I thought TV ads were expensive!**

Save over 60% on television advertising with The Mainland Media Club and also receive BONUS radio commercials... making this the most compelling LOCAL advertising offer in the region.

# THE OFFER



**The Facilitators**  
Creating Business Solutions

# SAVE OVER 60% ON OUR STANDARD ADVERTISING RATES

## GOLD MEMBERSHIP

For a weekly investment of **\$199 + GST**, you will receive these benefits:

- 50 x 30 second spots per week Mainland TV
- 20% News placement - GUARANTEED
- Full production of commercial\*
- A saving of over 60% on our standard advertising rates.

**PLUS** – 50 x 30 second spots per week on radio (ROS 6am – 11pm)

## SILVER MEMBERSHIP

For a weekly investment of **\$149 + GST**, you will receive these benefits:

- 30 x 30 second spots per week Mainland TV
- 10% News Placement - GUARANTEED
- Commercial production discounted to \$250 + GST (saving \$400)
- A saving of over 50% on our standard advertising rates

**PLUS** – 30 x 30 second spots per week on radio (ROS 6am – 11pm)

## BRONZE MEMBERSHIP

For a weekly investment of **\$99 + GST**, you will receive the following benefits:

- 15 x 30 second spots per week Mainland TV
- Placement Run of Station 6am – 11pm.
- Commercial production discounted to \$350 + GST (Saving \$300)

**PLUS** – 15 x 30 second spots per week on radio (6am – 11pm)



**As a club member** - your commercial production includes one 2 hour single location shoot, 2 hours editing, script writing and standard voiceover and graphics. Services such as talent, additional graphics or editing time and additional locations may attract an additional charge.

**Method of payment** - is monthly by Credit Card or direct debit by the 20th of the current month of broadcast. All contracts are a minimum 12 months from first month of broadcast.

**Spots play** - 6am - 11pm unless otherwise specified

## Here's your opportunity too...

- **Increase sales?**
- **Reach more customers?**
- **Become a household name?**
- **Save up to 60% on marketing?**
- **TRY TRUELY EFFECTIVE LOCAL MARKETING?**

## Why advertise on Television?

### REACH

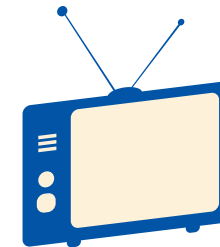
Television has the ability to quickly reach a very large audience, an important consideration when launching new products and undertaking promotions where the need to communicate to a mass market is critical.

Television is in 99% of all homes with over half of all households having more than one television set.

### BRAND IMAGE

Television helps advertisers to create long lasting and memorable images of their brands, more effectively than any other medium.

Television effectively connects with viewers emotionally through the combination of sight, sound and motion.



### CONSUMER PERCEPTIONS

New Zealanders enjoy watching television, spending an average 3hrs and 22 minutes each day (overall viewing has increased by 19.5% since 2007).

TV is the only medium frequently enjoyed by people together. Couples or family can instantly discuss buying a particular product or service upon viewing a television commercial.

### ENVIRONMENT

TV commercials can be targeted to certain programme environments eg: DIY programmes for household products.

### STATUS

The status of television creates an air of prestige and credibility of products and services.