

*You Have to be Seen to be Heard*



# Rate Card

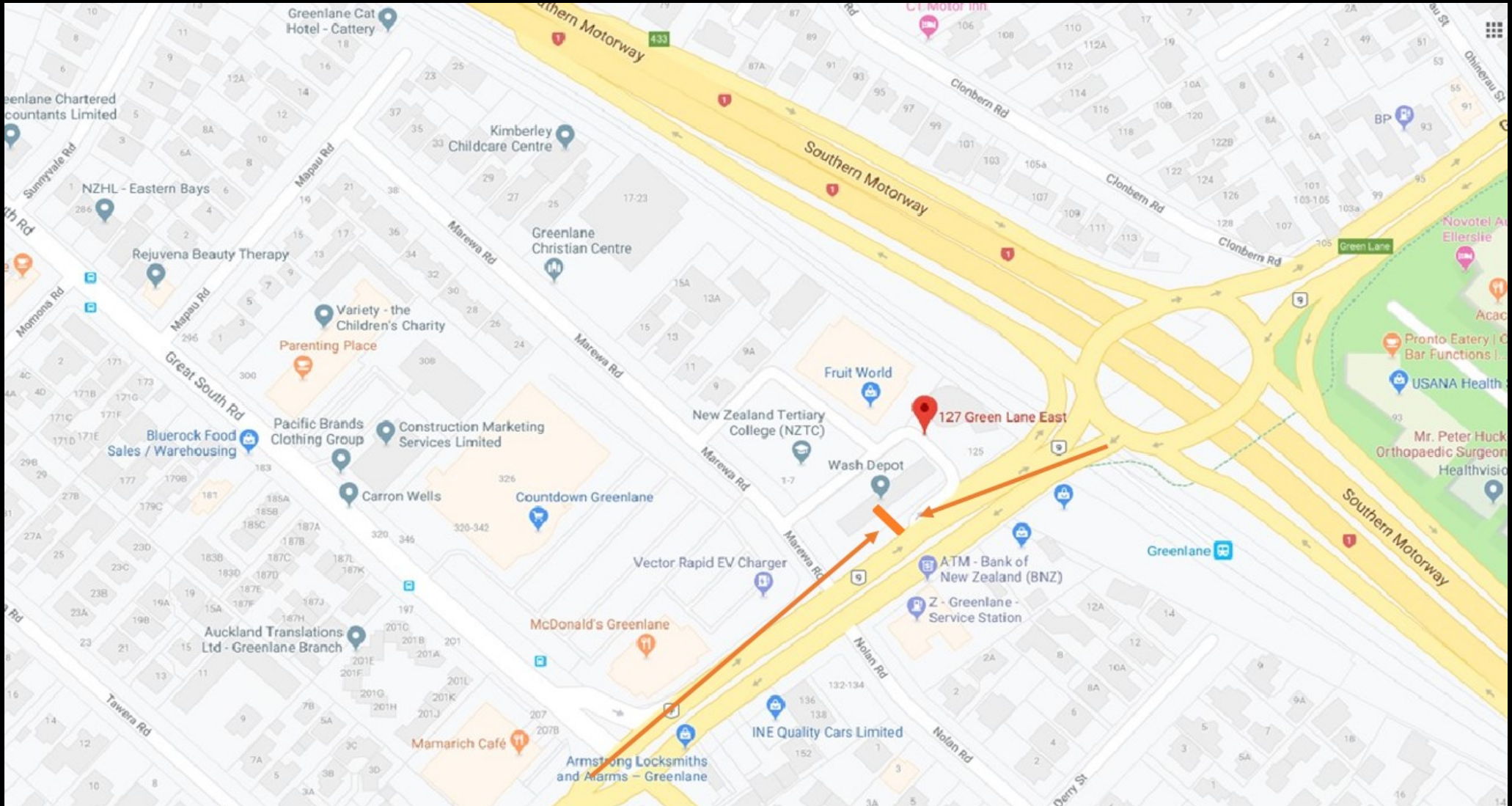
**127 Green Lane East**

**Greenlane**

**AUCKLAND**

# 127 Green Lane East, Greenlane, Auckland

Highly visible to all traffic coming off the motorway and heading over to Epsom as well as everything coming from the ASB showgrounds and going either North or Southbound on the motorway. Definitely to be regarded as a cornerstone “must have” site for serious Auckland advertisers.



# 127 Green Lane East, Greenlane, Auckland

Traveling East

1 @ 12m x 3m hi-brite billboard





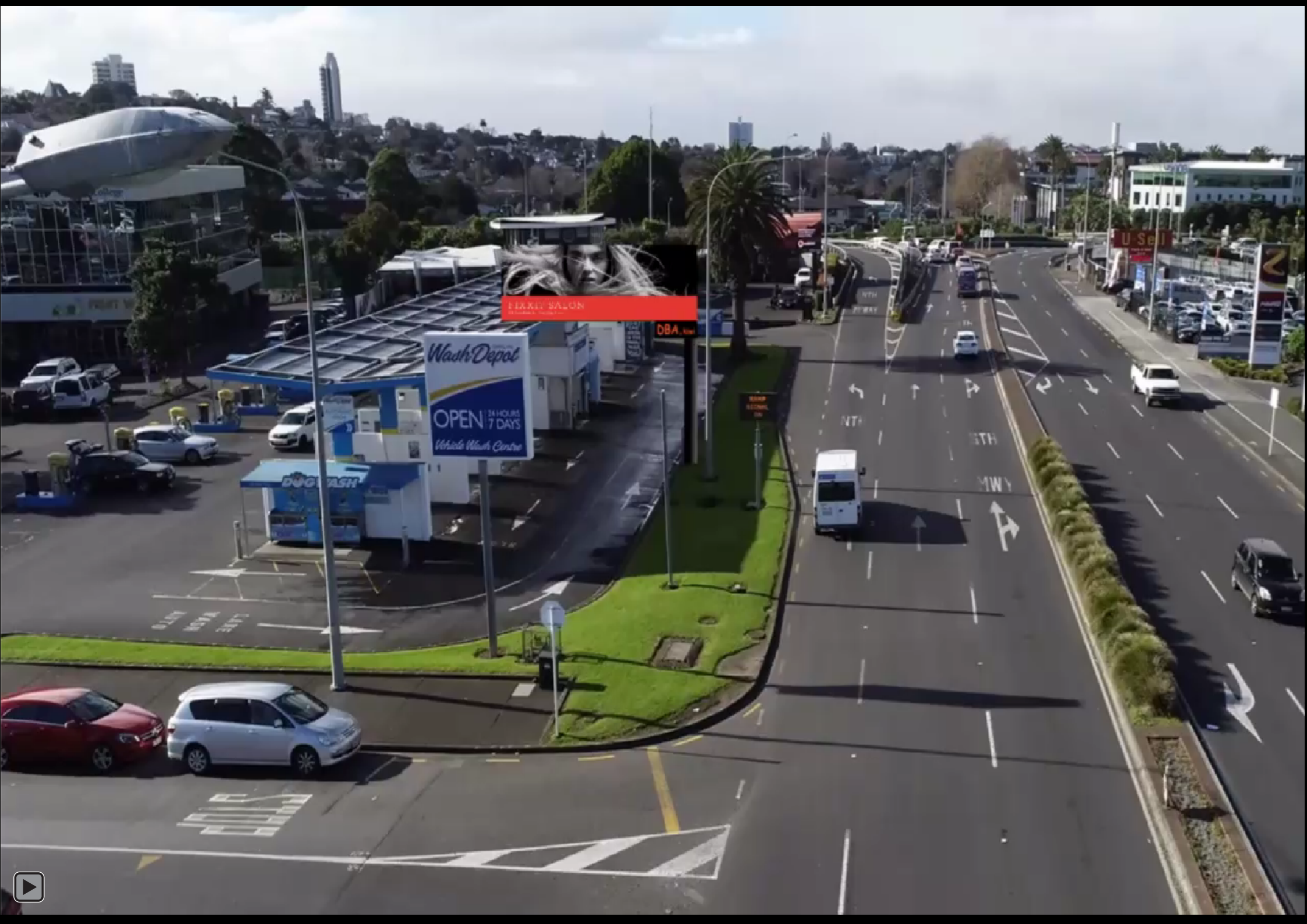
# 127 Green Lane East, Greenlane, Auckland

Traveling West

1 @ 12m x 3m hi-brite billboard







# Rate Card

**Set & Forget:** \$1.00/slot

**Campaign:** \$5.00/slot

## *Campaign*

An advertising slot is 8 seconds long. You can have as many or as few as you want. You can specify exactly when your ads play. Minimum spend is \$5.00. There is no Setup Fee. Campaign advertising is most commonly used to promote a Sale or Product Launch. You can even book out the ENTIRE day!

### *Pricing (examples only):*

1 ad immediately prior to the 6:00pm news slot = \$5.00 + GST/ea

Every ad in 1 hour (ie the full hour is ONLY you) = \$2,250.00 + GST/hour

Every 8th ad (rotate) per hour = \$280.00 + GST/hour (56/hour)

Every 6th ad (rotate) per hour = \$375.00 + GST/hour (75/hour)

## *Set & Forget*

80% cheaper and best suited to “little and often” ongoing marketing. Ads are charged for between 5am and 11pm and are provided free on a *pro-rata* basis during the night time. You can have as many or as few ad slots as you wish (1 per day, 1 per hour, 10 per hour) but whatever you select will be subject to a 3 month rolling agreement. You can buy several slots together (ie 3 in a row) to **i)** highlight the client need; **ii)** show you can fill that need and **iii)** provide a “call to action”.

### *Pricing (examples only):*

1 ad every hour every day = \$126.00 + GST/week

1 ad every quarter hour every day = \$504.00 + GST/week

1 ad in every 8 (rotation) = \$7,056.00 + GST/week



## TECHNICAL

**DTVs:** 39,395 (genuine visibility both directions @ 9/18)

*(Average Daily Traffic Visuals)*

**Graphic Specs:** 1777x480 pixels

**Screen:** 6.67mm hi-brite SMD LED (beats sun strike)

### *Ad Creation*

Provide your own JPG/PNG for use at no cost or we can create for you at \$30.00 + GST/ad.

Contract provides for a monthly ad change at no cost. Additional scheduling will incur an Administration Fee.

### *Play Reports*

Proof of Play Audit Report (PPAR) available on request.



*You Have to be Seen to be Heard*



**ads@DBA.Kiwi**

**www.DigitalBillboardAdvertising.co.nz**



**0508 4 Video (0508 484 336)**