

MetService RateCard



*** Due to a significant increase in impression traffic in addition to high demand, campaigns in the months of December-January and around public holidays will incur an additional 20% load fee on rate card cost. ***

metservice.com

Placements	Big Banner / Mrec	Half Page
	CPM	CPM
Run of Site (ROS)	(\$20)	
Home Page	(\$20)	Not Available
Towns and Cities		
Towns and Cities	(\$25)	(\$40)
Weather Targeted*	(\$30)	(\$48)
Geo Targeting All Cities and Towns*	(\$30)	(\$48)
Billboard	\$7,500 per day	
Billboard (geo targeted) *	\$2,000 minimum / CPM \$50 (whatever is greatest)	
Page Takeover *	\$15,000 per day	
Towns Tile	\$2,500 per week	
* All targeting incurs a 20% loading fee		
Maps & Rain Radar		
Maps & Rain Radar	(\$20)	(\$32)
Mountains & Parks		
Snow Field Pages	(\$32)	(\$48)
Mountain	(\$45)	(\$50)
Marine, Surf + Beach		
Marine	(\$32)	(\$48)
Surf & beach	(\$32)	(\$48)
Rural		
Rural ROS	(\$50)	(\$80)
Rural Targeted – NI or SI	(\$60)	(\$84)

MetService Ratecard: updated 10/08/2017

* Rich media incurs a 20% loading fee

MetService RateCard



Rural Targeted - all towns	(\$100)	(\$120)
Rural Targeted - billboard	\$3,000 per day / (\$90)	
Rural Targeted - Tile	\$2,500 per week	
* No load fee for Rural targeting; weather targeting available.		
Traffic Webcams		
Traffic – Auckland, Wellington, Christchurch, Hamilton & Dunedin	(\$32)	(\$48)
Video		
MetService TV Pre-roll	(\$60)	
Video in-banner	20% load fee on CPM	

Mobile

Mobile Website		
Mobile Interstitial – close to banner	\$3,700 per day	
Mobile Interstitial – close to Mrec	\$4,000 per day	
ROS	(\$25)	
Towns & Cities	(\$25)	
Rural	(\$50)	
Ski Fields	(\$50)	
Marine	(\$50)	

Mobile

Mobile Apps		Interstitial / Splash
Towns & Cities	(\$25) [Mrec]	\$3,500 per day
Marine (Summer)	(\$25) [Tile]	
Snow (Winter)	(\$25) [Tile]	
Rural	(\$50) [Tile]	
iPad	\$3,400 per day / (\$25) [Big Banner]	

Warnings

Warnings	POA	
----------	-----	--

Notes

1. Effective 1 August 2017
2. CPM BUYS
3. Rates are exclusive of GST
4. Rates exclude production charges
5. Advertising terms & conditions available at: www.metservice.com
6. Results based on an average week in 2017 from Google Analytics, week beginning 19/03/2017
7. Summer results based on numbers from Google Analytics week beginning 22/02/2017 *
8. Winter results based on numbers from Google Analytics week beginning 24/07/2016 *
9. Snow App numbers based on numbers from Google DFP week beginning 24/07/2016
10. Results based on numbers from Brightcove Analytics week beginning 19/03/2017 *
11. Rural App numbers based on average of July-Oct 2016 (Google Analytics)
12. NZ Weather App DFP eligible impressions for top mrec numbers based on the week beginning 14/05/2017 **
13. NZ Weather App downloads & upgrades as of 20/05/2017 ***
14. Downloads: Results based on total device download numbers ending February 2017 **
 - Mobile App downloads are total number of downloads, not current installs (does not take any uninstalls into account)

Contact Us

Auckland

Mel Graham
Interactive Key Account Manager
Mobile +64 27 518 5424
Mel.Graham@metservice.com

Hayleigh Kelly
Interactive Direct Key Account Manager
Mobile +64 21 247 0311
Hayleigh.Kelly@metservice.com

Wellington

Clarissa Ferguson
Interactive Key Account Manager
Direct +64 4 470 0735
Mobile +64 27 518 5426
Clarissa.Ferguson@metservice.com

Emily Thompson
Interactive Account Executive
Direct +64 4 470 0841
Mobile +64 27 836 7846
Emily.Thompson@metservice.com