

SUMMER OF CRICKET

4 NOVEMBER 2018 - 20 MARCH 2019

HIT IT OUT OF THE PARK

SKY has LIVE coverage of over 100 games of cricket across the summer months.

Sri Lanka, India and Bangladesh are coming to New Zealand to play The BLACKCAPS. Fans will get to see a great mixture of Five Day Tests, One Day Internationals (ODI) and T20 matches across the country. Get ready for some impressive matches that will hit it out of the park when it comes to action and excitement.

The BLACKCAPS will have a brand new coach and all of the players will be keen to prove themselves in this very competitive environment.

We also have an epic line-up of Australian cricket with South Africa, India and Sri Lanka touring down-under.

On the domestic cricket front, watch out for hot T20 action here in New Zealand with the BK Super Smash series and over in Australia with the KFC Big Bash series.

Get your campaign working across the summer with monthly advertising packs on SKY Sport.

Prime will screen a select range of BLACKCAPS games free-to-air with spot buys available. Talk to your Business Director for more details.

- **1.6 MILLION PEOPLE (5+) WATCHED COVERAGE OF CRICKET PLAYED OVER THE 2017/2018 SEASON**
- **QUARTER HOURS HAVE ACHIEVED HIGHS AS BIG AS 6.1 TARPS FOR AP25-54 AND 7.2 TARPS FOR M25-54**

Source Nielsen TAM. Nov 2017 to Apr 2018. Incl live, replays, H/L and other cricket programs on SKY Sport and Prime



4 NOV - 20 MARCH
2018/19

SUMMER OF CRICKET ADVERTISING PACKS ON SKY SPORT

SKY Sport has LIVE coverage of over 100 games of cricket across the summer months. Choose the size of the cricket advertising pack you want and the months you want to be on SKY this summer from the options below.

	NOV 4 - DEC 1		DEC 2 - 29		DEC 30 - FEB 2		FEB 3 - MAR 2		MAR 3 - MAR 20	
Pack Size - Small or Large	\$910	\$1,770	\$7,638	\$13,950	\$9,328	\$18,060	\$7,898	\$13,560	\$3,608	\$6,480
M25-54 Estimated TARP	3	6	18	36	30	63	19	35	8	16
AP25-54 Estimated TARP	2	4	11	22	22	45	14	25	5	9

TOURNAMENT	5 DAY TEST	ODI	T20	WEEK COMMENCING																			
				4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17
Australia vs. South Africa		3	1																				
Australia vs. India	4	3	3																				
BK Super Smash (NZ Domestic Teams)			16																				
BLACKCAPS vs. Sri Lanka	2	3	1																				
KFC Big Bash (Australian Domestic Teams)			59																				
BLACKCAPS vs. India		5	3																				
Australia vs. Sri Lanka	2																						
BLACKCAPS vs. Bangladesh	3	3																					

PACK MANDATORIES:

• Bookings must be confirmed in writing • Packs remain subject to availability • Pack rates are based on 30sec durations. Standard duration loadings apply. • SKY reserve the right to be flexible in the placement of spots due to the changeable nature of live cricket • TARPs are provided as estimates only and are not guaranteed • Exclusive of GST • Agency commission bearing • VID discounts and CPT's are not applicable • SKY's standard terms and conditions also apply. • The schedule of events is subject to change



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