



NRL Telstra Premiership 2024

3 March – end of September 2024

The Warriors return to the field in 2024, looking to build on last season's fourth placed finish. This year they hope to go one further and bring the NRL Grand Final trophy home to Kiwi shores.

Off the field, attention will be on the fan communities and tribal rivalries that NRL brings – "Up the Wahs".

17 teams. 204 games. 27 regular season rounds and 4 'Final' weekends.

2.1million* Kiwis
watched NRL on
Sky Sport and Sky
Open in 2023.



*Source Nielsen TAM, AP5+. Total reach of NRL coverage across Sky Sports and Sky Open. Overall reach includes live games, highlights and replays on Sky/Sky Open.

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Full Ad Packs

NRL Premiership 2024

3 March - 8 September 2024

Full Round Pack	
Pack Price (Gross)	\$144,790
Ratecard	\$387,350
Guaranteed M25-54	308
Guaranteed AP25-54	242
No. of spots	200
M25-54 CPT	\$471
AP 25-54 CPT	\$599

Full Round Alcohol Pack	
Pack Price (Gross)	\$98,353
Ratecard	\$239,200
Estimated M25-54	190
Estimated AP25-54	149
No. of spots	128
M25-54 CPT	\$518
AP25-54 CPT	\$661



Note: Excludes the finals series. Final packs will be available in 2024.



Monthly Ad Packs - NRL Premiership 2024

3 March – 8 September 2024

Monthly Packs

Sky Monthly Round Packs	Mar	Apr	May	Jun	Jul	Aug	Sep
Pack Price	\$22,218	\$25,893	\$30,450	\$21,987	\$24,759	\$30,870	\$6,510
Ratecard	\$52,900	\$61,650	\$72,500	\$52,350	\$58,950	\$73,500	\$15,500
Estimated M25-54	42	49	58	42	47	58	12
No. of spots	27	31	38	25	32	37	10
CPT	\$529	\$529	\$529	\$529	\$529	\$529	\$529

Alcohol Monthly Round Packs	Mar	Apr	May	Jun	Jul	Aug	Sep
Pack Price	\$19,343	\$16,146	\$17,112	\$13,110	\$17,388	\$23,368	\$3,565
Ratecard	\$42,050	\$35,100	\$37,200	\$28,500	\$37,800	\$50,800	\$7,750
Estimated Ratings M25-54	33	28	30	23	30	40	6
No. of spots	20	21	24	14	20	24	5
CPT	\$579	\$580	\$580	\$579	\$579	\$579	\$580



Note: CPT's are estimates and not guaranteed. Excludes the finals series. Final packs will be available in 2024.



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Pack Mandatories:

- Purchase of Airtime packages must be confirmed in writing. Packages are limited in number and will be sold on a first in first served basis.
- Rates are based on 30-second durations
- Standard duration loadings will apply
- All airtime is subject to availability
- No specific break requests are available.
- Spot falls are at the sole discretion of Sky Network Television and subject to broadcast sponsor obligations.
- Coverage dates and transmission are subject to change and at the sole discretion of Sky's Programming department.
- Pack buys will contribute to VID commitments.
- No other terms of VID contract are applicable.
- All prices quoted are GST exclusive and are fully-agency commission bearing.
- Standard Sky cancellation penalties apply

Ratings delivery:

- The event schedule provided is indicative only and may be subject to change due to a force majeure event or otherwise. The Advertiser acknowledges that any changes to the event schedule are wholly outside of Sky's control and Sky will not have any liability for any such changes.
- If, as a result of a change in the event schedule, the Advertiser does not achieve 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal (full pack only), Sky will provide make-good airtime in accordance with clause 11 of Sky's Advertising Terms and Conditions. If, despite a change in the event schedule, the Advertiser has achieved 95% or more of the total pack ratings objective on a guaranteed TARP or CPT deal, Sky will have no further obligation to the Advertiser and will not be obliged to provide any make-good airtime. For the avoidance of doubt, if a set number of spots have not been reached, but at least 95% of the total pack ratings objective has been reached, no make-good airtime is due.

Cancellation of the Sporting Event:

- In the event that a sporting event is not broadcast live on Sky Sport and/or Sky Open, Sky shall not be liable for any breach of its obligations herein that arise due to any event beyond Sky's reasonable control, including an act of God, national emergency, earthquake, epidemic, pandemic, act of terrorism or cyber terrorism, or unavoidable accident.
- Where an event or events are not broadcast live on Sky Sport and/or Sky Open as per the broadcast schedule of events, the pack fee payable will be reduced proportionate to the loss of matches and/or the loss of guaranteed ratings.
- In consultation with the Advertiser or Agent, Sky may either replace the affected value into a similar environment within the campaign parameters originally briefed or should this not be possible Sky may either refund or give credit for the proportionate fee payable.

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