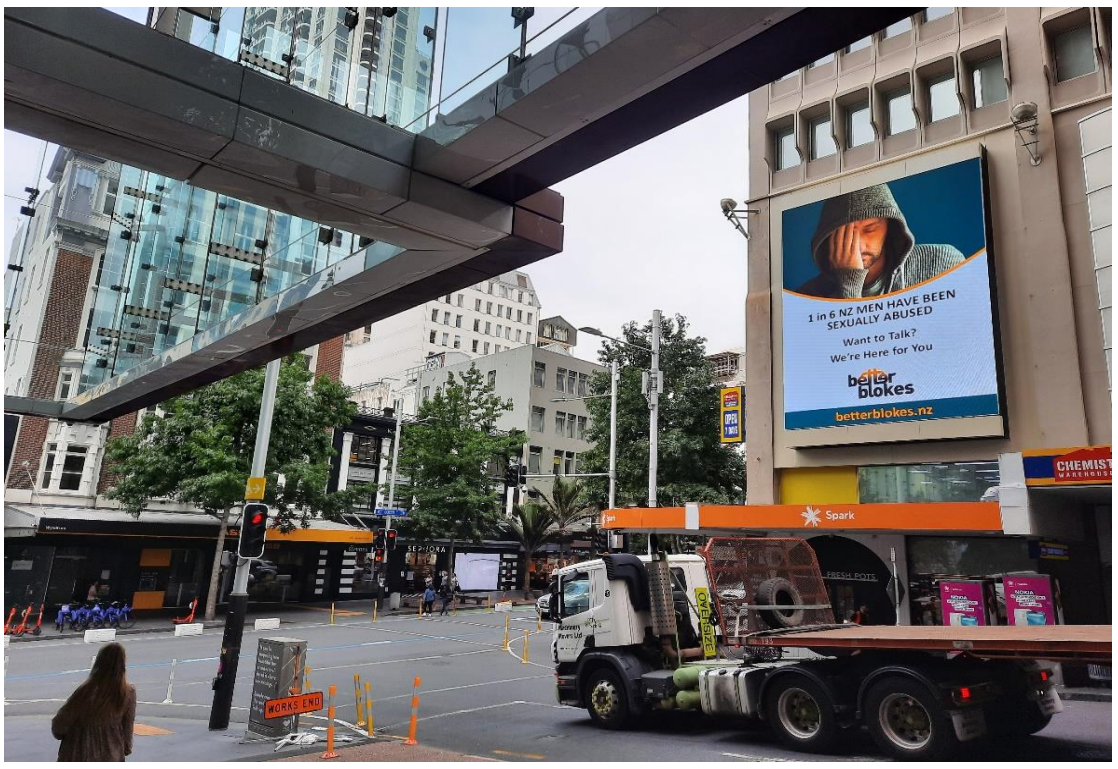

Better Blokes Marketing Campaign January - May 2021 Funded by Covid-19 Grant

Bill Board Corner of Queen & Wyndham Street

2021 weeks commencing Mondays

	JAN				FEB				MAR					APR			
MEDIA DETAIL	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26
RADIO MEDIA CAMPAIGNS.																	
30 second commercials																	
The Sound, 6am-pm zones plus bonus, broadcast spots																	
Breeze, 6am-pm zones plus bonus, broadcast spots																	
Coast FM, 6am-pm zones plus bonus, broadcast spots																	
iHeart Radio, all NMZE stations, Akld Males 30+ online impressions																	
(ZB, Coast, Hauraki, Hits, Gold, ZM, Flava)																	
DIGITAL BILLBOARDS MEDIA CAMPAIGNS																	
Large Format LED sites																	
Strand Parnell																	
Nelson St CBD																	
Queen St CBD																	
Greenlane																	
Fanshawe St CBD																	
Newton Rd Eden Terrace																	
Neilson St Onehunga																	
New North Road Kingsland																	
Artwork and upload fees																	
South Auckland Buses x2 full backs																	