



Segment opportunities

Promote your brand – with Compass TV.

INTRODUCTORY RATES

Brands advertised on TV are perceived to be higher quality and more established than those that don't. Therefore, Compass Media is pleased to offer opportunities on daybreak, our morning show, to align your company with our programme topics.

Available segments:

Monthly

- + Money Matters
- + Physical Health
- + Real Estate Focus
- + Travel
- + Food
- + Drink
- + Hobbies

Twice per month

- + Tech Tuesday
- + Tasty Tuesday

Weekly (with a different theme each week)

- + Wellness Wednesday
- + Throwback

WEEKLY SEGMENT PARTICIPATION

Each segment offers an opportunity for members of the business community to share their knowledge in their specialised field. The aim of the interviews on each segment is for the viewer to walk away feeling enriched by the conversation they heard. There is the flexibility to have in-studio or on-site interviews, which are approximately five minutes in length.

Benefits

- + Pre-promotional support on day prior to airing
- + Pre-promotional support during the show
- + Logo inclusion on screen in segment opening (approx. 5 seconds)
- + Segment replay during broadcast day

COST PER SEGMENT: \$750

*Daybreak production team retains editorial control.

