

A Partnership Proposal

POWERED BY **CUIK**

CUIK.NZ



CUIK KIOSKS



CUIK BUS ADS



VAST BILLBOARD

WHO WE ARE

Local & Trusted

Multi-award winning,
100% Nelson-owned,
Since 1999.



Family-owned

Independent and
regionally invested



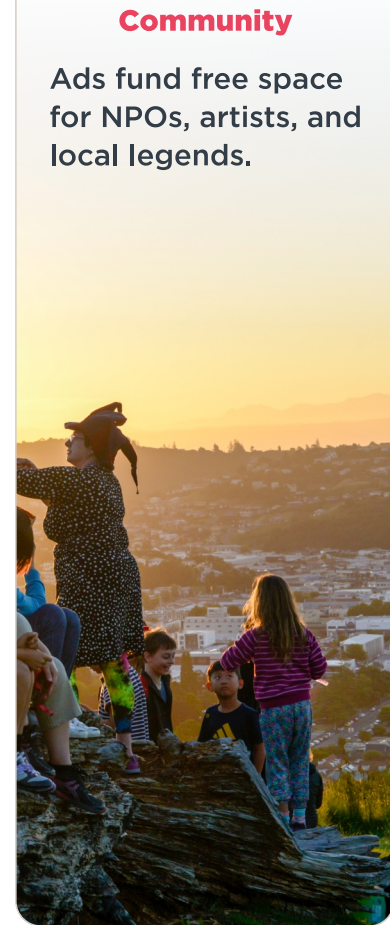
We Employ Locals

Our team lives here,
our wages stay here.



We Reinvest In Community

Ads fund free space
for NPOs, artists, and
local legends.



Credit: Caroline Crick - Nelson City Council

WHAT WE OFFER

17 e-Buses

Bus-backs on daily commuter and visitor routes. From Atawhai, Wakefield to Motueka covering a population of 88,600.



3

Digital Way-finding Interactive Kiosks

Strategically located in Nelson Airport, Kaiteriteri beach, Nelson CBD. Fully measurable.



1

Digital Billboard

2.5 x 5m screen size. Queen St, Richmond 61,554 impressions p.w. 16 seconds duration. Only 8 slides at a time. In partnership with Vast.



1

Account Manager

End-to-end convenience: Book adverts, designs, artwork handling, printing install and reporting.



WHY WORK WITH US

Premium

Only 17 buses
Only 3 kiosks
Only 1 billboard
Uncluttered,
high-value exposure



Proven Reach

88.6k residents
\$754m + visitor spend
1.36m guest nights
1.4m airport pax



Region-wide Visibility

3 platforms working
together to follow
your audience across
Nelson Tasman, from
touchdown to
downtown.



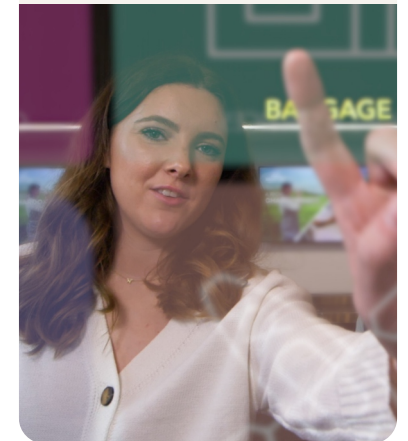
Packaged Pricing

Integrated media
packages that
maximise reach and
simplify budgets



Data Backed

Kiosk interactions,
eBus coverage, and
billboard impressions;
All measurable
and reported.





HOW

WE DELIVER RESULTS

Reach

88.6k
residents

1.4m
airport passengers
+ visitors

1.36m
guest nights

\$754m
visitor spend

3,885km
bus coverage

Proven numbers,
third-party verified.

Flexibility

Summer surge:
Airport + Kaiteriteri
visitors + CBD Tourist Hub

Winter strength:
Steady local & commuter
reach

Swap out digital creative
monthly at no extra cost

Perfect for product
launches & seasonal
campaigns.

Simplicity

One Call, We Do It All:
design, print, install,
manage.

Short-Term Packages:
run ads for a month or a
season.

Affordable Entry:
from just \$15.40 + gst
per week.

The easiest and most
cost-effective way for
small businesses to get in
front of locals and visitors.

information



CUIK KIOSKS

CUIK kiosks are interactive digital wayfinding platforms located at Nelson Airport, Kaiteriteri, and Nelson CBD. They connect locals and visitors with businesses, experiences, and community stories; and unlike traditional out-of-home media, every advert can be explored, interacted with, and carried away by the user through QR codes or our web app.

This is a 100% Nelson innovation.

Nelson Airport . Nelson CBD . Kaiteriteri Beach



Interactive



Measurable



184,000 p.m
Reach



12 Seconds
Full Screen Ads

CUIK
INTERACTIVE WAYFINDING



WHY

CUIK KIOSKS WORK FOR YOU

Strategic Locations

Airport, Kaiteriteri, and CBD kiosks capture locals and visitors at key decision points.

Potential reach:
184,000 a month on average.



Measurable Results

Every view, tap, and QR scan is trackable, so you know your audience is engaging.



Takeaway Advertising

Users can scan QR codes, carrying your message in their pocket and revisiting it anytime.



Flexible Packages

Affordable entry for small business, with premium full-screen campaigns for nationwide brands. The most cost-effective way to reach a quality audience already in discover mode.



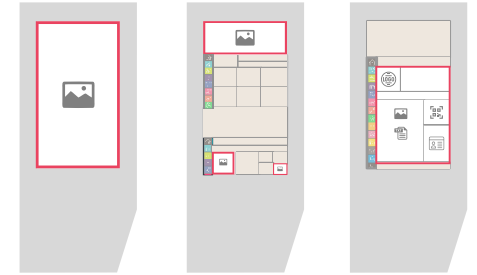
Community Impact

Your ad spend funds free space for NPOs, local artists, and community stories, keeping them visible while giving your brand a positive local halo.



Kiosks Pricing Plans: Nelson – Tasman Region

Nelson Airport + Kaiteriteri = 2.2 million annual reach



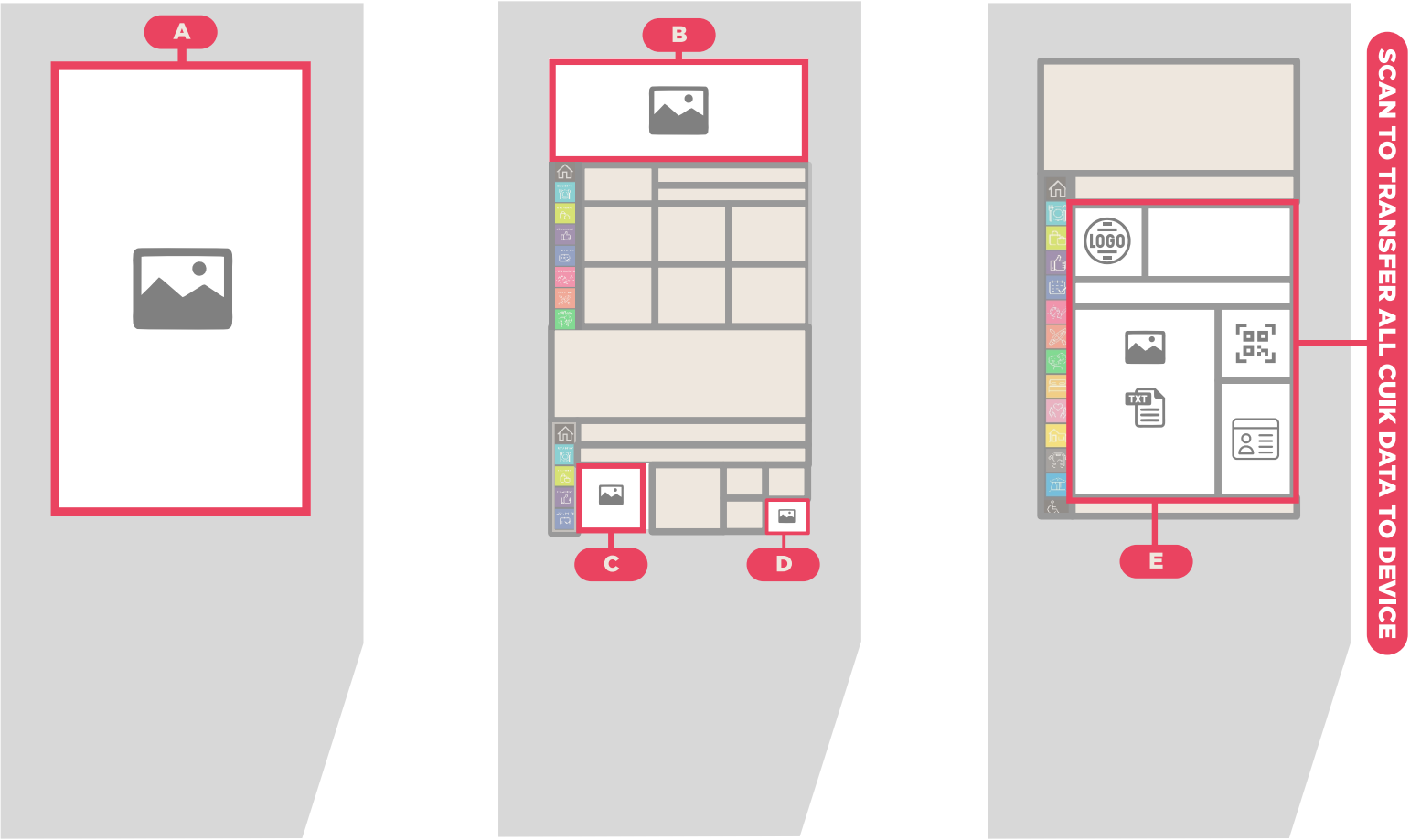
	Starter	Featured	Prime	Exclusive
Full-screen - 2160 x 3840px (4K)	✗	✗	✗	✓
Top Banner - 2160 x 960px	✗	✗	✓	✓
Free Setup	✗	✗	✓	✓
Monthly Stats / Report	✗	✗	✓	✓
4 times Larger - featured tiles	✗	✓	✓	✓
5 & 4 Star Google reviews	✗	✓	✓	✓
Featured on Full-screen	✗	✓	✓	✓
Mobile Version	✓	✓	✓	✓
Profile page	✓	✓	✓	✓
MONTHLY	\$69	\$99	\$499	\$1099
6 MONTHLY	\$399 SAVE \$15	\$549 SAVE \$45	\$2690 SAVE \$304	\$5990 SAVE \$604
YEARLY	\$699 SAVE \$129	\$999 SAVE \$189	\$5190 SAVE \$798	\$11590 SAVE \$1598

*Setup Fee (Starter and Featured Only): \$45 + gst **all amounts exclude GST *** design cost extra (if required)

Kiosks

Anatomy:

What's What



	Starter	Featured	Prime	Exclusive
A Full-screen - 2160 x 3840px (4K)	✗	✗	✗	✓
B Top Banner - 2160 x 960px	✗	✗	✓	✓
C Feature Tile	✗	✓	✓	✓
D Starter Tile	✓	●	●	●
E Profile Page	✓	✓	✓	✓



CUIK BUS-AD

Cuik bus-backs are high-impact moving billboards that travel daily across Nelson Tasman's busiest routes — from Atawhai, Stoke, Richmond, Mapua to Motueka and Wakefield . Positioned at eye level and on the move, they capture both motorists and pedestrians with long dwell times in traffic.

Unlike static sites, your message follows locals and visitors wherever they go, delivering uncluttered, premium exposure throughout the region.

Impact in Motion. Across Nelson Tasman.



97%
Visibility



7334 km
per bus



91,400 p.m
Reach



20-60 Sec
Dwell Time

WHY

CUIK BUS-ADS WORK FOR YOU

High Visibility

Buses travel Nelson Tasman's busiest routes — Queen St, Waimea Road, Tahunanui Drive, reaching locals and visitors where they move every day.



Proven Regional Reach

Covering 3,885km of routes daily, bus-backs connect with an urban population of 88,000 plus a visitor economy worth \$754m annually.



Long Dwell Time

Positioned at driver and pedestrian eye level, bus-backs are viewed in traffic for longer than static billboards.



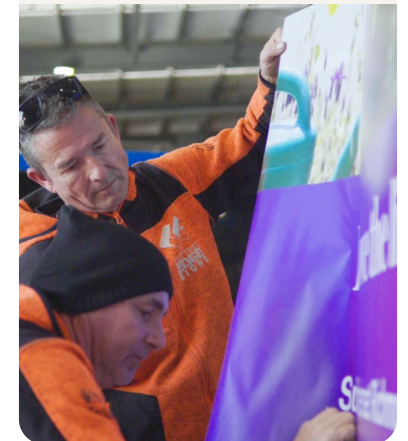
Exclusive Space

Only 17 buses in the region — uncluttered exposure you won't find elsewhere.



Efficient & Hassle-Free

One partner manages everything — design, print, install, and reporting — saving you time and making campaigns effortless.



Bus-Ad Pricing Plans: Nelson – Tasman Region

Only 17 e-Buses covers a population of approx 62,700



Number of Buses For Your Campaign

**Savings on Kiosks
During Your
Bus Lease**

Lease Period	1 Bus	2–4 Buses	5 + Buses	
	1 Month Only	\$2400	\$2200 each bus	\$1900 each bus
	2 To 5 Months	\$1900	\$1750 per bus - per month	\$1550 per bus - per month
	6 To 11 Months	\$1750	\$1550 per bus - per month	\$1350 per bus - per month
	12 + Months	\$1550	\$1350 per bus - per month	\$1200 per bus - per month
PRINT + APPLICATION + REMOVAL		\$850	\$850 each	\$850 each
				10% off on Exclusive*
				15% off on Exclusive*
				20% off on Exclusive*
				30% off on Exclusive*

*Discount applied to 'Exclusive - Full Screen' package on Cuik Kiosks in Nelson - Tasman region for the same period as the bus-back lease

all amounts exclude GST * design cost extra (if required)

^ Bus-ad options for non-profit organisations available. Talk to us about it.

DIGITAL BILLBOARD

IN PARTNERSHIP WITH VAST BILLBOARDS

Nestled amongst popular retail and service destinations like Pacific Radiology, Kmart, and The Warehouse, this prime spot ensures your message is seen by a diverse audience of shoppers and professionals. Just minutes from Richmond Park and the A&P Showgrounds, this location also attracts foot and vehicle traffic from visitors to local events.

With such a dynamic mix of retail, services, and recreational zones nearby, your advertisement will be front and centre in the Richmond area.

186 Queen Street, Richmond, Nelson



Traffic Directions
NW & SE



Weekly Impressions
61,554



Screen Size
2.5m x 5m



Digital Duration
16 seconds

WHY

CUIK + VAST BILLBOARD WORKS FOR YOU

Total Regional Coverage

Kiosks at the Airport, Kaiteriteri, and CBD + buses on daily routes + Richmond's prime billboard site — your brand is everywhere your audience moves.



Consistency Everywhere

Your brand stays front-of-mind with repeat visibility across kiosks, buses, and the Richmond Queen St digital billboard.



Amplified Impact

Each channel reinforces the other, moving ads on buses, static dominance on Queen Street, and interactive kiosks audiences can take with them.



Smarter Investment

Combo deals mean lower cost per channel, giving you more coverage for less spend.

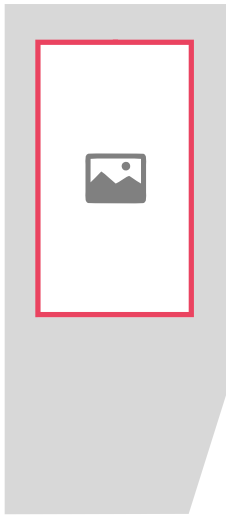


One-Stop Simplicity

One partner manages creative, print, installation, and reporting, saving time while delivering bigger results.



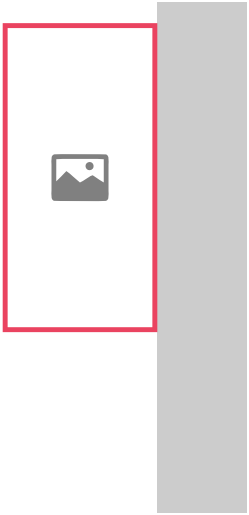
Big Impact.
Smaller Spend.
Save up to 30%



3x Kiosks
(Full-screen Pack)



Bus Back Ad



Digital Billboard
(2.5m x 5m)

Lease Period	Actual Price		With 1 Bus	You Save	Add Extra Bus Per Bus. Per Month
	1 Month Only	\$10,139	\$7900 per month	22%	\$2000
	2 To 5 Months	\$9,599	\$7500 per month	22%	\$1700
	6 To 11 Months	\$9,348	\$6900 per month	26%	\$1500
	12 + Months	\$9,115	\$6400 per month	30%	\$1300
	BUS PRINT + APPLICATION + REMOVAL		\$850		\$850

*all amounts exclude GST ** design cost extra (if required)

OUR PARTNERS



WE SUPPORT





joinus@cuik.nz
cuik.nz

Photo Credit: Nelson City Council

**Smart
Impact +
Maximum
Exposure.**

POWERED BY **CU
iK**