



AdAlliance

# RATECARD

2022

Ad Alliance is where powerful media players get together. We start with collaboration and always work with you to find the most optimal media formula for your brand and story. We enjoy using our knowledge and skills in this - from impactful reach campaigns to creative influencers who reach a specific target audience. Our product range aligns with every objective. Your needs are central to our collaboration and we go the extra mile to achieve your communication and marketing objectives. We work together to achieve the best result.

## TV Spot

Our wide range of television channels means we reach almost everyone in the Netherlands. Tell us who you're targeting within that audience of millions: the general public or a more specific target audience? Suitable options are available for every budget.

When purchasing spot broadcasting time, we agree on two net basic prices per GRP in the media contract: a content and timeslot base price. The content base price applies to specific purchase types and Fixed Broadcast. The timeslot base price is intended for timeslot, target audience and theme packages. Each month has its own monthly index and our various purchase options have their own product index. The scheduling hierarchy is determined by the type of purchase you choose. We agree on all target audience indices in the contract. The Target Audience Packages for some target audiences can be purchased at a lower target audience index. For a good balance in supply and demand, we publish a monthly market index per product on our site.



### Market indices

Market indices can vary from 85 to 115 per product and are published monthly on [adalliance.nl](http://adalliance.nl).

### Monthly Indices Spot and Billboarding

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
105	105	112	148	162	146	115	115	155	154	143	147

### Spot length indices

SPOT LENGTH	INDEX
5 sec	40
10 sec	50
15 sec	60
20 sec	75
25 sec	85
30 sec	100
35 sec	115
40 sec	130
45 sec	145
50 sec	160
55 sec	170
60 sec	180
> 60 sec	pro rata 60"

### Preferred positions

POSITION	PREMIUM
1 <sup>st</sup> position	25% N
2 <sup>nd</sup> position	15% N
Penultimate position	10% N
Last position	12.5% N

## Products

CONTENT	BROADCAST	PRODUCT INDEX	SCHEDULING	MIN. GRPS
<b>Specific Fixed Budget</b>	Based on selective block selection (150%)	RTL 4: 140 / RTL 5: 124 / RTL 7: 130 / RTL 8, ESPN, Eurosport, Ziggo Sport: 115 / other full audit channels: 112	Per channel	15
<b>Specific GRP</b>	Based on selective block selection (150%)	RTL 4: 137 / RTL 5: 121 / RTL 7: 127 / RTL 8, ESPN, Eurosport, Ziggo Sport: 112 / other full audit channels: 109	Per channel	N/A
<b>Fixed Broadcast</b>	Based on selective block selection (200%)	121	At least 4 channels	15
TIMESLOT	BROADCAST	PRODUCT INDEX	SCHEDULING	MIN. GRPS
<b>Top Time Package</b>	19:30 - 23:00 RTL 4: 18.00 - 24.00	115	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels	15
<b>Early &amp; Late Time Package</b>	16:30 - 20:00 & 22:30 - 26:00	101	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels	15
<b>Daytime Package</b>	06:00 - 18:00	90	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels	5
<b>Nighttime Package</b>	24:00 - 06:00	75	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels	5
<b>Permillage Package</b>	21.00 - 26.00	115	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels	15
TARGET GROUP	BROADCAST**	PRODUCT INDEX	SCHEDULING	MIN. GRPS
<b>Target Audience Package Plus</b>	02.00 - 26.00 with the exception of RTL 4 and RTL 5 18.00 - 24.00	90	RTL 4, 5 and a selection of suitable full audit channels	15
<b>Target Audience Package</b>	02.00 - 26.00	80	A selection of suitable thematic full audit and light channels	15
<b>Target Audience Package Light</b>	02.00 - 26.00	62	A selection of suitable light channels	3
THEME	BROADCAST	PRODUCT INDEX	SCHEDULING	MIN. GRPS
<b>Sports Package</b>	Men 25-54 years	115	Sports programs on RTL 7, Eurosport, ESPN and Ziggo Sport	5
<b>RTL Z &amp; News Package</b>	All target audiences	110	RTL Z and RTL News broadcasts on RTL 4	5
<b>RTL Z GRP Package</b>	All target audiences	90	RTL Z	5

\* For specific purchases, an additional discount of two index points on the target audience index applies when purchasing from the core target audience of the channel.

\*\* Broadcast timeslots 19.00-26.00, 18.00-24.00 and 21.00-26.00 possible at 10% premium.

### Special Advertising

The unique position and options of special advertising means your brand is creatively woven into the content or design of the TV channel. Research confirms that viewers see special advertising as striking and relatable. This high attention value has a major impact on brand memory and brand awareness. We offer the following:

PRODUCTS	PRODUCT INDEX
Identspot	RTL 4: 165 / RTL 5: 154 / RTL 7: 165 / RTL 8: 151 / RTL Z: 154
Blockcloser	RTL 4: 165 / RTL 5: 154 / RTL 7: 165 / RTL 8: 151 / RTL Z: 154
Framesplit	RTL: 168
Contentsplit	RTL: 175
Overlay banner	RTL: 186

For Special Advertising, the minimum annual base price is €642.

## Online Gambling Industry

The online gambling market in the Netherlands has been open since October 2021. We offer various advertising options for this industry. Our policy with regard to Online Gambling focuses on following the regulations and guaranteeing quality and to strive for industry exclusivity. This means that in principle we only place one Online Gambling commercial per advertising block. As an exception, a second ad from this sector can be placed in the same block. The minimum spot length is 20 seconds and the maximum length of the commercial is 60 seconds.

We will collect viewer feedback and closely monitor developments, including regulations, to ensure a high-quality environment for our viewers and the campaigns. Based on this, we may adjust our policy with regard to industry exclusivity. To ensure that purchasing and policy go hand in hand as seamlessly as possible, we offer special types of purchasing for this sector. These purchase types can only be used for Online

Gambling campaigns. Using the regular purchase options is not possible for these campaigns.

We offer two ways to purchase: specific purchase of content and purchase of the Timeslot Package. The specific purchase offers the option to choose the programming after 21.00 yourself. When purchasing the Timeslot Package, the campaign is divided by us over various channels after 21.00. The Online Gambling spot purchasing options are shown below. Of course, we offer even more options for this industry, such as Billboarding and Online Video.

All the information about this can be found on [adalliance.nl](http://adalliance.nl).

PRODUCTS	BROADCAST	PRODUCT INDEX	SCHEDULING	MIN. GRPS
Online Gambling Specific Fixed Budget	Based on selective block selection (200%) <i>Maximum 10% to request around Champions League</i>	200	Self-compiled channel combination with block selection after 21.00	15
Online Gambling Specific GRP	Based on selective block selection (200%) <i>Maximum 10% to request around Champions League</i>	200	Self-compiled channel combination with block selection after 21.00	N/A
Online Gambling Timeslot Package	21.00 - 26.00	130	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels	15

## Kids

Immerse yourself in a world of adventure, fantasy and inspiration with our kids brands Disney Channel, Disney XD, Nickelodeon, Nick Jr., Nick Toons and RTL Telekids. This broad portfolio of strong brands and an extensive knowledge about the target audience makes Ad Alliance your ideal partner for responsible kids communication. We reach almost 62% of all children in the Netherlands every month with our premium content on TV and online, with which we offer you the opportunity to get reach your target audience in a high-quality way. Want to know more about our kids offer and the purchase options? We're happy to help. Go to [adalliance.nl](http://adalliance.nl) for the kids ratecard or contact your Ad Alliance contact person.



# Billboarding

Short but sweet. That's Billboarding par excellence. Grab the viewer's attention within five seconds. Billboards are short sponsor mentions before or after a program or commercial break. They're unique with their cost-effective deployment and high attention value. Use Billboarding to benefit from the attention of the viewer, the setting and the popularity of the program. It's an ideal way to boost your brand awareness, while also being quite suitable for introducing a new product or increasing sales.

We offer various purchase options. A Premium Package or a Broadcast GRP Package allows you to choose the content that suits your campaign. Use the Target Audience Package to reach your target audience on a good selection of suitable channels. All our Billboard Packages are subject to TV Spot's commercial policy, with the exception of the Premium Package. See the purchase system diagram at TV Spot for the rate calculation.

CONTENT	RATE/PRODUCT INDEX	MIN. DURATION/GRPS	SCHEDULING
<b>Billboard Premium Package*</b>	Fixed rate for the agreed number of billboards	Minimum duration 1 week	Claim well-known, trusted titles such as RTL Weer, RTL Boulevard, Jinek, Humberto, I Can See Your Voice, Weet Ik Veel, Oh, Wat Een Jaar!, Snackmasters and films (we supplement the offer with popular programs every month)
<b>Billboard Broadcast GRP Package*</b>	85	15	Broadcast to content on full audit RTL channels (with the exception of RTL Crime and RTL Lounge), The Walt Disney Company, ViacomCBS and Discovery Benelux (with the exception of Eurosport).
TARGET AUDIENCE	PRODUCT INDEX	MIN. GRPS	SCHEDULING
<b>Billboard Target Audience Package Plus**</b>	78	10	All full audit RTL channels (with the exception of RTL Crime and RTL Lounge) and a selection of suitable full audit channels of The Walt Disney Company, ViacomCBS and Discovery Benelux (with the exception of Eurosport).
<b>Billboard Target Audience Package**</b>	60	10	A selection of suitable thematic full audit channels from The Walt Disney Company, ViacomCBS and Discovery Benelux (with the exception of Eurosport).
<b>RTL Z Billboard Package**</b>	63	10	RTL Z

\* The minimum content base price (€642) applies to the Billboard Premium Package and the Billboard Broadcast GRP Package.

\*\* The minimum timeslot base price (€578) applies to the Billboard Target Audience Package (Plus) and the RTL Z Billboard Package.

## Premiums Billboard Target Audience Packages (Plus)

- » Broadcast to timeslot (19.00-26.00 or 21.00-26.00): **10%**.
- » Premium per excluded program or channel: **5%**

### Looking for even more reach?

Do you want to piggyback on that relevant setting in addition to your purchased Billboard Premium Package and create extra reach? This can be done in various ways. For example, enrich your billboard campaign with cromos ('viewing' promo + 5 seconds billboard) or translate your billboard campaign on Twitter using a pre-roll. Want to know more about these options? Please contact your Ad Alliance contact person.



# Online Video

Ad Alliance offers you the largest local Online Video Network in the Netherlands. Our premium video content reaches no less than 65% of all residents in the Netherlands. It can be purchased through a single site and broadcast to a brand-safe environment for high-quality contact with your target audience.

We offer Instream Video and Bumper Ads and Outstream Video; find more information about these products on [adalliance.nl](http://adalliance.nl). A selection from our network is shown on the right.



## Purchase options specials

### Only managed purchase

#### Videoland Package

Use this package to reach your target audience within a Video On Demand environment. High-quality content, an exclusive environment and extensive knowledge of the target audience all come together in this package. With Videoland, we use optimal ad frequency to create the best environment for you as an advertiser and the viewer.

CONTENT	PRODUCT	CPM
Videoland compiled channel	Instream Video	€35.00
	Bumper Ad	€25.00

#### Videoland Combi Package

New for 2022, is the Videoland Combi Package, which uses a combination of Videoland and broadcast content. This package combines the best of both worlds: the exclusivity of Videoland and the extra reach of our high-quality broadcast content.

CONTENT	PRODUCT	CPM
Videoland + broadcast compiled channel	Instream Video	€30.00
	Bumper Ad	€19.00

#### Big Screen Package

Online Video on the big screen brings together the best of the linear and digital worlds. It offers a lot of advantages: the impact of the large screen, the sharp image quality, the extra reach of watching together, the high-quality content and all the options provided by digital advertising. The package is only delivered with high-quality broadcast content.

CONTENT	PRODUCT	CPM
Broadcast compiled channel	Instream Video	€35.00
	Bumper Ad	€25.00



## Claim the pause

Our latest product, the Pause Ad, allows you to claim the pause with long-form content on the big screen. The Pause Ad is shown when viewers temporarily pause the content. This unique position has a high attention value. Make optimal use of this by creating a link to the pause in the ad. We're going to start using it on RTL XL in 2022. Broadcast is possible according to program, region or time.

CONTENT	PRODUCT	CPM
RTL XL	Pause Ad	€20.00

## Purchase options Programmatic

PURCHASE OPTION	CONTENT	FLOORPRICE CPM		
		INSTREAM VIDEO	BUMPER AD	OUTSTREAM
First Look	Broadcast	€ 27.50	€ 16.00	N/A
First Look	Publisher	€ 22.50	€ 13.50	N/A
Auction	Ad Alliance Portfolio	€ 15.00	€ 10.00	€ 7.50

## Purchase options Managed and Programmatic Direct

PACKAGE	CONTENT	CPM		
		INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Run of Broadcaster	Broadcast	€ 27.50	€ 16.00	N/A
Run of Ad Alliance*	Ad Alliance Portfolio	€ 22.50	€ 13.50	€12.00
Run of News	Publisher and other news content	€ 19.50	€ 12.00	N/A
Run of Ad Alliance YouTube	Influencer and Ad Alliance YouTube content	€ 19.50**	€ 12.00	N/A

\* Possible to exclude up to 1 publisher at an index of 125. For spot lengths >20", this index automatically applies due to the exclusion of YouTube.

\*\* Max. 20". Skippable video max. 180", rate on request.

## Broadcast

RUN OF SITE	INDEX
Broadcaster	125 - based on Run of Broadcaster
Publisher	125 - based on Run of News

CAPPING	INDEX
CAP < 5	115

SPOT LENGTH	INDEX
21- 30"	125
> 30"	On request

TECHNICAL TARGETING	INDEX
Device	125
Geo	125
Time	125
Position	150



## Audience targeting options

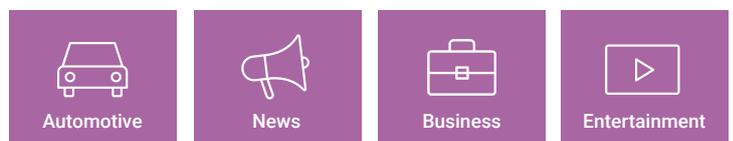
Use audience targeting to focus a video campaign on a specific target audience. This is possible based on age and gender (socio-demographic), themes and specific wishes (such as location or interest). We also use contextual models, which make it possible to assign content to relevant target audiences. Go to [adalliance.nl](http://adalliance.nl) to see how we develop our targeting options.

TARGETING OPTION	INDEX
Socio-demographic	115
Theme	115
Custom	On request

## Socio-demographic

18 - 34 years	F 18 - 34 years	M 18 - 34 years
25 - 54 years	F 25 - 54 years	M 25 - 54 years
18 - 54 years	F 18 - 54 years	M 18 - 54 years

## Examples of themes



# Display

Display advertising allows you to load your brand on our premium brandsafe platforms. It generates traffic and brand awareness. We've clustered our wide range of websites into three channels: **Lifestyle Woman, Food & Health and Tech & News**. We offer different types of advertising for this that suit diverse objectives. These can range from banners and transformers to our own powerful formats such as autonative or outstream video for maximum impact. We reach millions of unique individuals every month with these different products!

Want even more targeted advertising? Using our data proposition, it's possible to focus on a specific target audience or the consumer's current stage in the purchase process. Please contact your Ad Alliance contact person for the rates and various options for display advertising.



## Run of Channel



- » We offer our impactful display formats both programmatic and managed.
- » If wished, charges can also be based on CPC.
- » View the Ad Alliance Richmedia formats in the online technical specifications under purchase information on [adalliance.nl](http://adalliance.nl).
- » All rates are excl. hosting.

## CPM rates

CHANNEL	IAB FORMATS			SPECIALS		
	IAB SMALL (Rectangle/ Leaderboard/ Skyscraper)	IAB LARGE (Billboard/Half page ad)	IAB RICHMEDIA	AUTONATIVE	OUTSTREAM VIDEO	AD ALLIANCE RICHMEDIA (Transformer/OVX Header)
Run of Network (RON)	€ 6.00	€ 10.00	€ 14.00	€ 12.00	€ 12.00	€ 16.00
Run of Channel (ROC)	€ 8.00	€ 12.00	€ 12.00	€ 16.00	€ 16.00	€ 20.00

## Broadcast

CAPPING	INDEX	TECHNICAL TARGETING	INDEX	AUDIENCE TARGETING	INDEX
CAP	100	Device	100	Socio-demographic	115
		Geo	100	Interest	115
		Time	100	Custom	On request

# Podcast advertising

Completely contemporary and indispensable in our current media mix. Podcast offers content that touches the consumer's emotions. But it doesn't stop there. As an advertiser, you figuratively get in the head of your target audience who enjoy listening to high-quality podcasts. We have an exclusive partnership with the largest podcast network in the Netherlands, Day & Night Media, which generates over 8 million listens per month! They represent the most popular podcasts such as 'Man Man Man, the Podcast', 'Echt Gebeurd' and 'Jong Beleggen, de Podcast'. As a special feature, we offer the 'hostread' proposition, in which the presenter of the podcast reads out the advertisements in the form of native advertising. It goes without saying that we also use all digital assets for further distribution and promotion.

DOMAIN	TYPE	CPM*	CREATION COSTS
 <b>Day &amp; Night network</b>	Podcast pre-/postroll	€45.00	Included
	Podcast hostread	€45.00	€1,000 per hostread
	Midroll Storyteller	€0.10 per listen	€1,000 per midroll
	Branded Podcast	On request	On request

\* View these formats in the online technical specifications under purchase information on [adalliance.nl](http://adalliance.nl).



Twitter is 'what's happening': users visit Twitter with an inquiring mindset and are actively looking for the most up-to-date information or content within their areas of interest. Twitter connects your brand with these receptive target audiences when launching a new product, solution, brand message, video or app. It's also the ideal partner for connecting to events, domains or other happenings. Twitter offers a lot of options for reaching your target audience in a unique way - two of which include Twitter Amplify and Twitter Take Over.

### Twitter Amplify

Twitter Amplify offers you the opportunity to use pre-rolls with clips from premium publishers in the Twitter network. This can be done on a wide variety of content: from major events such as the football World Cup to special days such as Black Friday and Christmas. You can also respond smartly to trends such as sustainability and food. Use Twitter Amplify to connect your brand to what your target audience finds important! A selection of the partners can be seen on the right.

### Twitter Take Over

With Twitter Take Over, your brand will be seen by everyone who visits Twitter. The combination of a Timeline Take Over and a Trend Take Over ensures that your brand is visible for 24 hours on Twitter's two most prominent places: at the very top of the timeline (fixed position) and at the top of the discover tab.

Use Twitter in your campaign to ensure maximum impact on brand awareness, brand preference and purchase intention. Want to know more? Please contact your Ad Alliance contact person.



PRODUCT	TARGET AUDIENCE	AIRING	RATE
Twitter Amplify (pre-roll ad)	Composition based on interest	1,000,000 pre-roll views (from)	€10,000 (from)
Twitter Take Over	Every visitor for 24 hours	3,000,000 trend impressions & 1,000,000 tweet impressions	€8,320

## Branded Content

Use branded content to work on your brand awareness or brand preference in a distinctive, natural way. We work with you to create a strong concept to ensure you are seen and remembered by your target audience. Take advantage of the power of our channels or work closely with our popular content. So much is possible. Options include, for example, editorial attention on the sports channels, product placement in a series or a custom branded video. Do you also want to reach your target audience online? We're happy to connect TV and digital native seamlessly to achieve mass reach and very specific reach. Soon everyone will know your brand. Your Ad Alliance contact person is standing by to help you.



Meet ALLY! Your creative-strategic ally and the team of campaign and content strategists, creatives, designers, production professionals, digital experts and project managers who fight side-by-side with you to make your campaign truly unforgettable. Based on your briefing, ALLY writes the campaign strategy, comes up with the creative concept, writes an effective media plan and chooses the most efficient production solution.

Our project management colleagues ultimately take care of the entire implementation of the campaign. You'll be involved in every important step of the process and can confidently leave your campaign to Ad Alliance. When a campaign strategy has already been determined, e.g. by the advertiser or the media agency, ALLY can also be used for creativity and advice on the most suitable translation to our media and programs. So brief your contact person and **Add a little... ALLY!**