



AdAlliance



ADD A LITTLE...

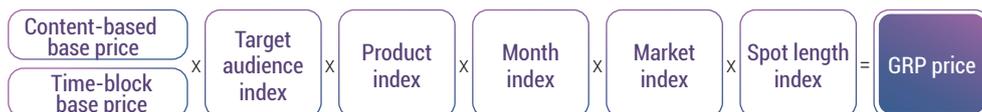
AD ALLIANCE

Ad Alliance is the video powerhouse of the Netherlands, where the strengths of strong media players come together. Using this network structure, we go the extra mile to help you achieve your marketing communication objectives. We collaborate on a custom-made basis: our specialists are pleased to advise you on the most effective route to give focus to your campaigns. That could involve impactful targeted campaigns or the creative use of our influencers to reach specific target audiences.

Our strong content, captivating storylines and our keen awareness of what is going on in the outside world are the basis for our rich range of products.

TV spot

With our large range of television channels, we reach more than 90% of the Dutch population every week. We offer both mass and selective reach, young and old. There are suitable available options for every budget. For buying advertising time, we maintain two net base prices per GRP in our media contracts: a content and time-block base price. The content base price applies to specific purchase types, and the time-block base price to Time-Block, Target Audience, and Themed packages. Each month has its own month index and each of our various purchase options has its own product index. The selected purchase option determines the hierarchy of the classification. All target audience indices are agreed in the contract. With some target audiences, the Target Audience packages may be purchased according to a lower target audience index. To maintain a good balance between supply and demand, we publish a market index for each product every month on our site. There is a separate fee chart for children's channels.



Market indices

Market indices can vary per product from 85 to 115, with a maximum annual average of 110 per product, and are published every month on www.adalliance.nl.

Spot and Billboarding month indices

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
94	91	100	138	158	140	110	113	152	143	135	140

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	60* pro rata

Preferred positions

POSITION	SUPPLEMENT
1 st position	25%
2 nd position	15%
Penultimate position	10%
Last position	12.5%

Products

CONTENT	MANAGED	PRODUCT INDEX*	CLASSIFICATION
Specific Fixed Budget	Based on selective block selection (150%)	RTL 4: 135 / RTL 5: 124 / RTL 7, RTL 8, FOX Sports, Eurosport, Ziggo Sport: 115 / other full audit channels: 112	Per channel
Specific GRP	Based on selective block selection (150%)	RTL 4: 132 / RTL 5: 121 / RTL 7, RTL 8, FOX Sports, Eurosport, Ziggo Sport: 112 / other full audit channels: 109	Per channel
Managed, fixed	Based on selective block selection (200%)	121	At least 4 channels
TIME BLOCK	MANAGED	PRODUCT INDEX	CLASSIFICATION
Top Time Package	19.30 - 23.00 RTL 4: 18.00 - 24.00	115	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels
Early & Late Time Package	16.30 - 20.00 & 22.30 - 25.00	101	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels
Daytime Package	06.00 - 18.00	87	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels
Night-time Package	24.00 - 06.00	75	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels
Promillage Package	21.00 - 25.00	111	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels
Online Gambling & Betting Package	21:00 - 25:00 (19:00 - 25:00 possible for long odds)	111	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels
TARGET AUDIENCE	MANAGED**	PRODUCT INDEX	CLASSIFICATION
Target Audience Package Plus	02.00 - 26.00 except RTL 4 and RTL 5 18.00 - 24.00	87	RTL 4, 5, and a selection of appropriate full audit channels
Target Audience Package	02.00 - 26.00	77	A selection of appropriate themed-based full audit and light channels
Target Audience Package Light	02.00 - 26.00	59	A selection of appropriate light channels
THEME	MANAGED	PRODUCT INDEX	CLASSIFICATION
Sports package	Men 25-54 years	115	Sports programmes on RTL 7, Eurosport, FOX Sports, and Ziggo Sport
RTL Z & News Package	All target audiences	110	RTL Z and all RTL News broadcasts on RTL 4
RTL Z GRP Package	All target audiences	90	RTL Z

* Specific purchases are given an extra discount of two index points off the target audience index when the purchase involves the core target audience of the channel.

** Managed, based on Gambling and Promillage time blocks (19.00-26.00 / 21.00-26.00), is possible for all Target Audience packages for a 10% supplement. Primetime managed possible with Target Audience Package and Target Audience Package Light for a 10% supplement (18.00-24.00).

Special Advertising

With the unique position and creative possibilities of special advertising, your brand is interwoven with the content or the design of the channel. The high attention value has a major impact on brand recognition and brand awareness. Ad Alliance offers various forms of special advertising:

PRODUCTS	PRODUCT INDEX
Ident spot	RTL 4: 159 / RTL 5, RTL 7 & RTL Z: 154 / RTL 8: 151
Block closer	RTL 4: 159 / RTL 5, RTL 7 & RTL Z: 154 / RTL 8: 151
Frame split	RTL: 162
Content split	RTL: 169
Overlay banner	RTL: 179



Billboarding

Billboards are short sponsor messages (5 sec) before or after a programme or commercial break. Billboarding helps you benefit from the connection with viewers, the surroundings, and the popularity of the programme. Because of its high attention value and cost-efficiency, billboarding is an effective way of increasing brand awareness, as well as being highly suitable for product introductions or increasing sales.

You can purchase billboarding from us based on content or based on GRPs. With a Content package or a Managed GRP package, you yourself decide on the content that suits your campaign. If you choose a Target Audience package based on GRP objectives, your target audience will be reached on an attractive range of appropriate channels. If you wish to purchase to the best-possible cost-efficiency, then opt for Fill boarding.

The TV spot commercial policy applies to all our Billboard packages, except the Premium Package. See the purchase system diagram for the calculation of fees.

CONTENT	FEE/PRODUCT INDEX	MINIMUM PERIOD/GRPS	CLASSIFICATION
Billboard Premium Package*	Fixed fee for the agreed number of billboards	Minimum period 1 week	Claim well-known and familiar titles like De Klok, RTL Weer, RTL Boulevard, Jinek, Married At First Sight, Weet Ik Veel, Chantals Beauty Camper and films and series (we add popular programmes to the range every month)
Billboard Managed GRP Package*	83	15	Managed according to content on all full audit RTL channels (except RTL Crime and RTL Lounge), The Walt Disney Company, ViacomCBS, and Discovery Benelux (except Eurosport).
TARGET AUDIENCE	PRODUCT INDEX	MIN GRPS	CLASSIFICATION
Billboard Target Audience Package Plus*	78	10	All full audit RTL channels (except RTL Crime and RTL Lounge) and a selection of the appropriate full audit The Walt Disney Company, ViacomCBS, and Discovery Benelux channels (except Eurosport).
Billboard Target Audience Package*	60	10	A selection of appropriate themed-based full audit The Walt Disney Company, ViacomCBS, and Discovery Benelux channels (except Eurosport)
EVEN BETTER VALUE	PRICE PER GRP	MINIMUM COMMITMENT	CLASSIFICATION
Fill boarding**	€85 <i>Price is based on 25-59, incl. spot length and product index</i>	€25,000	All full audit The Walt Disney Company, ViacomCBS, and Discovery Benelux channels (except Eurosport)

* The Billboard Premium Package and the Billboard Managed GRP package are subject to the minimum content base price (€623). The Billboard Target Audience Package (Plus) is subject to the minimum time-block base price (€561).

** Only available for purchase for the 25-59 age group and with a minimum billboard commitment of €25,000. Month and market indices apply. Exclusion of channels or programmes is not possible with this package. Classification based on availability.

Cromos

If, in addition to the Billboard Premium Package you have purchased, you would like to benefit further from those surroundings, you can add cromos to your package ('look at promo' + 5 seconds of billboard). This is managed on the basis of a GRP objective.

Billboard Target Audience packages supplements

- » Managed, based on time block 19.00-26.00 or 21.00-26.00): **10%**.
- » Supplement per excluded programme or channel: **5%**



Online Video

Ad Alliance offers advertisers the largest local online video network in the Netherlands. Through our premium video content, we reach 56% of the Dutch population every week. Purchasable from one single location and delivered in a brand-safe environment for high-quality contact with your target audience. See below for a sample of our network:



Products

INSTREAM VIDEO (PRE-ROLL, MID-ROLL)

A video advertisement in the same stream. The advertisement is shown before (pre-roll) or during (mid-roll) the video content.

BUMPER AD

An advertisement lasting no more than 6 seconds, which is shown before the video content.

IN-ARTICLE VIDEO (OUTSTREAM)

An advertisement that runs autonomously on the page - so not before or during the video content - and is shown between the text on a page.

Specials purchase options

Videoland

The Videoland package makes it possible to reach your target audience in a Video On Demand environment for the first time. Qualitative content and extensive knowledge of the target audience are brought together in this package. With optimum advertiser pressure and a varied and appropriate advertising model, we and Videoland are jointly creating the best environment for you as an advertiser and for viewers. In Q1, we will launch Managed Instream Video purchase options.

Claim the big screen

Online video on the big screen brings the best of the linear and digital worlds together - the impact of the big screen, the clear picture quality, the extra reach of watching together, the high-quality content, and all the opportunities that digital advertising offers. With the Big Screen package, you can make the best-possible use of these benefits. The package may be purchased on a managed basis and is based solely around quality broadcast content on the big screen.

PURCHASE OPTION	CONTENT	CPM INSTREAM VIDEO
Videoland	Videoland	€35.00

PURCHASE OPTION	CONTENT	CPM INSTREAM VIDEO
Big Screen	Broadcast	€35.00

Programmatic purchase options

PURCHASE OPTION	CONTENT	FLOOR PRICE CPM		
		INSTREAM VIDEO	BUMPER AD	IN-ARTICLE
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

Managed and programmatic direct purchase options

PACKAGE	CONTENT	CPM		
		INSTREAM VIDEO	BUMPER AD	IN-ARTICLE
Run of Ad Alliance*	Ad Alliance Portfolio	€22.50	€13.50	€7.50
Run of Broadcaster	Broadcast	€27.50	€16.00	N/a
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

Above purchase options are valid for Q1 2021.

* Exclusion of a maximum of 1 publisher is possible against an index of 125. In the case of spot lengths of >20", this index applies automatically because of exclusion on YouTube.

** Max 20". Skippable video max. 180".

Managed

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

CAPPING	INDEX
CAP < 5	115

TARGETING	INDEX
Device	125
Geo	125
Time	125
Position	150

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



Targeting target audience

Channels

In the case of our managed packages, it is possible to purchase for a specific target audience against an index of 115. In this case, your message will be posted with content that scores selectively with this target audience. A choice of target audiences is shown below.

TARGET AUDIENCE	POPULATION OF NL (13+) %	POPULATION OF NL, NUMBER
18-34 years	21.8	3,609,000
F18-34 years	10.8	1,793,000
M18-34 years	11.0	1,816,000
25-54 years	40.8	6,746,000
F25-54 years	20.4	3,369,000
M25-54 years	20.4	3,377,000
18-54 years	49.0	8,089,000
F18-54 years	24.6	4,069,000
M18-54 years	24.4	4,020,000

AdTarget

With AdTarget, we offer the opportunity to pinpoint a specific target audience based on audience data. This audience data is built up from interactions by consumers on our platforms, such as logging on or viewing content. This means AdTarget is capable of generating greater impact and offering specific solutions like custom audiences, look-a-likes and campaign optimisations according to target audience. For more information, simply get in touch with your Ad Alliance contact person.

Contextual targeting (coming up)

As well as the use of our data (from cookies, logging-on data) and our content channels (based on SKO data/logging-on data), we will be offering the opportunity in 2021 of purchases based on contextual information. New technologies provide this 'context' by showing what a viewer sees. This will make it possible for you to reach a relevant target audience without using cookies. For more information, simply get in touch with your Ad Alliance contact person.

Display

Ad Alliance has a broad range of display advertising with IAB and its own impactful display formats. Messages are shown on a high-quality network of blogs (by influencers) and websites that are active in areas like food and lifestyle. With the help of our data proposition, it is possible to accurately target a specific audience or phase of the purchase process that a consumer has reached. For display advertising on all RTL channels, we work in partnership with DPG Media.

Our premium display formats are responsive and do not cover up the content. All specials are also suitable for content with video.

CHANNEL	FORMAT		SPECIALS	
	IAB SMALL (Rectangle/ Leaderboard/ Skyscraper)	IAB LARGE (Billboard/Half page ad)	INTERSCROLLER/ TRANSFORMER/ OVX*	NATIVE IN-ARTICLE*
RON (Run of Network)	€7.50	€10.00	€17.50	€ 10.00
Women's lifestyle	€10.00	€12.50	€22.50	€15.00
Food & Health	€10.00	€12.50	€22.50	€15.00
Tech & Lifestyle	€12.50	€15.00	€25.00	€17.50
Entertainment	€8.50	€11.00	€20.00	€12.50

* View these formats with the online technical specifications under purchase information at www.adalliance.nl.

Comments

- » We offer our impactful display formats both programmatic and managed.
- » All rates are excl. hosting.
- » For the rates and display advertising options, please get in touch with your contact person at Ad Alliance.



Twitter is 'what's happening': Users visit Twitter with an inquisitive mindset that means they are actively looking for the latest information or content about the things that interest them.

Twitter connects brands launching new products, solutions, brand messages, videos, or apps with receptive audiences and helps brands connect to domains or sporting or other events that are relevant to the target audience and the brand objectives.

Using Amplify, Twitter offers brands the opportunity to deploy pre-rolls with video content clips by a selected publisher in Twitter's partner network. Examples include video content by Ziggo Sport and RTL in which it is possible to claim specific content and/or events. Twitter offers both local and worldwide content packages.

If you'd like to know about the available options on Twitter, simply get in touch with your Ad Alliance contact person.

Branded content

Looking for a positive brand association or are you looking to link your brand to our popular content? Branded content ensures you are noticed and remembered by your target audience. Possible examples include a user moment in a series or a custom-made branded video. Or use the authority of our themed channels or influencers, with an editorial focus on sports channels or food blogs, for example. Our starting point is making high-quality branded content that fits seamlessly with the platform where it is posted. The quality can be seen in the the Quality Views, for

example, (viewed for at least 15 sec) that we offer on branded articles and branded videos.

TV and online branded content are seamlessly connected, where we achieve mass coverage and/or very specific coverage with our highly diverse media portfolio. If you'd like to know more about our portfolio and our branded content options, just get in touch with your Ad Alliance contact person.

ALLY

At Ad Alliance, ALLY is your creative-strategic ally: our team of campaign and content strategists, creatives, designers, production professionals, digital experts, and project managers who, side-by-side with you, pull out all the stops to make your campaign truly unforgettable. Based on your briefing, ALLY writes the campaign strategy, frames the creative concept, writes an effective media plan and selects the most efficient production

solution. The project management experts are ultimately responsible for the overall execution of the campaign. You will be involved at every major step and you will know you can safely entrust your campaign to Ad Alliance. If a campaign strategy has already been determined, by the advertiser or media agency for example, ALLY can still be brought on board for creativity and advice about the best way of translating it to our media and programmes. In short: brief your contact person and **add a little... ALLY!**

Kids

Through our strong kids brands, we reach almost 65% of all children in the Netherlands every month. With a great online video package featuring premium content, we can effectively reach your target audience online as well.

Market index

The market index can vary from 85 to 115 and is published every month on www.adalliance.nl.



Monthly indices, Kids

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	1 - 5 Dec	6 - 31 Dec
50	60	73	86	86	86	86	86	120	175	180	180	105

Base prices

ANNUAL BUDGET	BASE PRICES, KIDS
< €50,000	€128
€50,000 - €100,000	€124
€100,000 - €200,000	€120
€200,000 - €350,000	€116
€350,000 - €500,000	€112
> €500,000	€108

Product indices

PRODUCT	INDEX
Kids package	100
Kids package - choice of channels*	On request

* Choice of channels that are also included in the Kids package in question.

Target audience index, Kids packages

TARGET AUDIENCE	TARGET AUDIENCE INDEX	DISNEY CHANNEL	DISNEY XD	NICKELODEON	NICK JR.**	RTL TELEKIDS
6-12	100	✓	✓	✓		
F6-12	100	✓	✓	✓		
M6-12	100		✓	✓		
3-8	100	✓	✓	✓*	✓	✓

* Cannot be purchased with a 'Kids package - choice of channels'.

** If necessary, Nick Jr. will be used in the autumn.

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	60" pro rata

Preferred positions

POSITION	SUPPLEMENT
1 st position	25%
2 nd position	15%
Penultimate position	10%
Last position	12.5%

Supplements

TIME-BLOCK, MANAGED	Supplement 15%
PROGRAMME, MANAGED	Ask your contact person about this

Billboarding Nickelodeon

Billboards are short sponsor messages (5 sec) before or after a programme. Because of its high attention value, billboarding is an effective way of increasing brand awareness.

Packages

- » **Outreach packages** where the net is cast to reach a high proportion of your target audience
- » **Themed packages** which are designed to appeal to those interested in a specific theme. Examples include 'Back to school', 'Animals' or 'Education'.

If you'd like to know more about our billboard options, simply get in touch with your Ad Alliance contact person.

Online Video

With an exclusive range of premium video content on our own Nickelodeon.nl and RTL XL platforms, in combination with YouTube, Ad Alliance also has a large and high-quality reach among children.

PACKAGE	INSTREAM
Run of Kids	€20.25*

* These prices are valid for Q1 2021. For the autumn (Oct-Dec), there is a supplement of 120.

SUPPLEMENTS	INDEX
Capping <5	115
Spot length 21-30"	125
Spot length >30"	On request
Targeting Device	125
Targeting Geo	125

A responsible approach to advertising to children

- » Advertising to children must be done with care, and specific rules apply in this area with which our sales team are very familiar. For information on this matter, simply get in touch with your Ad Alliance contact person.
- » Food advertising aimed at children aged between 7 and 12 years is only permitted if the products in question meet the nutritional criteria listed in the 'Reclamecode Voor Voedingsmiddelen' ('foodstuffs advertising code'). This target audience can only be purchased on Nickelodeon. This is after 18.00 and against a managed index of 110.
- » Advertising food to children under the age of 7 years is not permitted.