

A billboard is a five-second long sponsor message before and after a programme. Billboarding allows you to place your product or service at the centre of your target audience's daily experience. That way, you can benefit from the connection with the viewer, the environment and the programme's popularity. You can quickly generate a wide reach on TV and online for a relatively low price.

## Billboard Premium Package

Choose one of our billboard packages and claim an environment.

- Claim well-known, familiar titles such as De Klok, RTL Weer, Goede Tijden, Slechte Tijden, RTL Boulevard, Jinek, Married At First Sight, Wie ben ik? And films and series. Every month, we add more popular programmes.
- Minimum duration 1 week.
- The standard target audience indexes apply to this package.
- Billboards and break bumpers are 5".
- Visit [adverterenbijrtl.nl](http://adverterenbijrtl.nl) for a list of the current products.
- This package has a fixed rate for the agreed number of billboards.
- The market index is only applicable when purchasing after publication.
- We can give you an indication of the GRP that the billboards will achieve. This is done based on our prognoses. The GRP indication is based on the broadcaster's core target group.
- The package will be deployed for the purchased titles on all screens, from television to smartphone and tablet in order to fully claim the programme.
- Available on RTL 4, RTL 5, RTL 7, RTL 8, RTL Z and the channels of Viacom, Discovery and Disney (with the exception of Eurosport).

## Cromo's

If you want to add a lift to your purchased Billboard Premium Package in that environment, this package can be supplemented with cromos (watch promo + 5-second billboard). These are based on a GRP objective.

| Spotlengte-index |    |
|------------------|----|
| 5 sec            | 40 |

## Billboard Control GRP Package\*

Compile a billboard package with us on the basis of GRP objectives.

- Product index: 81.
- Minimum number of GRPs: 15.
- The standard target audience indexes apply to this package.
- Billboards and break bumpers are 5".
- TV Spot's commercial policy applies to this product. For the rate calculation, see the purchasing system schedule.
- This package has a minimum content basic price of €611.
- Available on RTL 4, RTL 5, RTL 7, RTL 8, RTL Z and the channels of Viacom, Discovery and Disney (with the exception of Eurosport).
- After the campaign has finished, all over-scores and under-scores of the Billboard Control GRP Packages and the Billboard Target Audience Packages (Plus) will be offset on month and campaign level.

## Billboard Target Audience Package Plus\*

When you opt for a fixed number of GRPs, the billboards are broadcast in |the all-day time slot.

- Product index: 78.
- Minimum number of GRPs: 10.
- The target audience indexes of the target audience package apply to this package.
- Billboards and break bumpers are 5".
- TV Spot's commercial policy applies to this product. For the rate calculation, see the purchasing system schedule.
- This package has a minimum time slot basic price of €550.
- Available on RTL 4, RTL 5, RTL 7, RTL 8, RTL Z and a selection of the suitable full audit channels.
- After the campaign has finished, all over-scores and under-scores of the Billboard Target Audience Packages (Plus) and the Billboard Control GRP Packages will be offset on month and campaign level.



## Monthly Indexes

For 2020, the following monthly indexes apply\*:

1-23 24-31

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | DEC |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 94  | 94  | 105 | 135 | 150 | 140 | 118 | 115 | 150 | 143 | 135 | 140 | 120 |

\*Other monthly indexes apply to the kids package.

## Billboard Target Audience Package\*

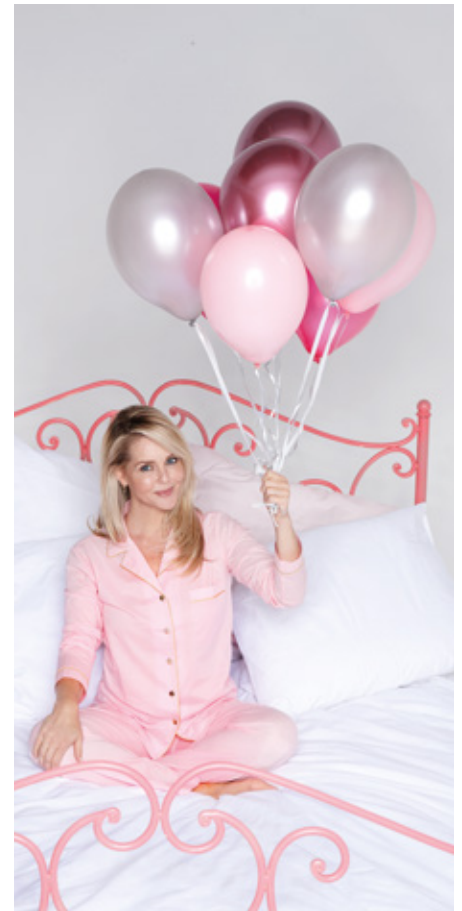
Scheduling on a selection of suitable thematic and full audit channels.

- Product index: 65.
- Minimum number of GRPs: 10.
- The target audience indexes of the target audience package apply to this package.
- Billboards and break bumpers are 5".
- TV Spot's commercial policy applies to this product. For the rate calculation, see the purchasing system schedule.
- This package has a minimum time slot basic price of €550.
- After the campaign has finished, all over-scores and under-scores of the Billboard Target Audience Packages (Plus) and the Billboard Control GRP Packages will be offset on month and campaign level.

## Fillboarding

Cheap manner of purchasing where there is scheduling on full audit channels based on availability.

- Rates on request.
- Can only be purchased in the case of a minimum billboard commitment.
- Minimum duration 3 months.
- Billboards and break bumpers are 5".
- Last-minute use based on availability.
- Can be used on the channels of Viacom, Discovery and Disney (with the exception of Eurosport).
- No placement and delivery guarantees and no control possible.



## \*Purchasing System

$$\text{GRP PRICE} = \text{BASIC PRICE} \times \text{PRODUCT INDEX} \times \text{MONTHLY INDEX} \times \text{MARKET INDEX} \times \text{SPOT LENGTH INDEX} \times \text{TARGET AUDIENCE INDEX}$$



With billboarding, you can benefit from the connection with the viewer, the environment and the programme's popularity.

## Effectiveness Billboarding

- 1 Billboarding is an effective way to increase brand recognition, both stand-alone and in combination with TV commercials.
- 2 On average, brand recognition increases by 5% following a billboard campaign.
- 3 For brands with a low brand recognition, billboarding is the way to increase brand recognition (+9%). For brands with a high recognition, there is still growth (+2%), but billboards mainly maintain the level of brand recognition.
- 4 In terms of effectiveness, it doesn't matter whether it concerns an exclusive billboard or a first or second position in flip billboard.

Source: RTL Billboarding benchmark 2019 & RTL Media test Research effectiveness billboarding.

