

In the media contract, we agree to two net basic prices per GRP for the purchase of spot airtime: a content basic price and a time slot basic price. The content basic price applies to specific purchase formats, and the time slot basic price to time slot, target group and theme packages. Our various purchasing options each have their own product index (see reverse). The chosen purchase format determines the hierarchy of the schedule.

All target audience indexes are agreed upon in the contract. The target audience packages can be purchased for a lower target audience index in the case of a few target audiences. In order to strike the right balance between supply and demand, we release a market index (90-110) every month for each product. A separate rate card applies for the kids channels.

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

## 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.



## Special Advertising

Special advertising is custom-designed for the client: a unique creative campaign in which TV and online can be used in combination. With the exclusive spot advertising formats, your message is integrated in an eye-catching way into the TV channel's design or the programme of your choice.

Rates for special advertising on the other channels are available upon request.

PRODUCTEN	PRODUCT INDEX
Identspot	RTL 4: 159 / RTL 5, RTL 7 & RTL Z: 154 / RTL 8: 151
Frame split	162
Content split	169
Block Closer	RTL 4: 159 / RTL 5, RTL 7 & RTL Z: 154 / RTL 8: 151
Overlay banner	179

## Preferential positions

A preferred position increases the effectiveness of a campaign, and a best spot guarantees you a position in your chosen advertising block.

The following surcharges apply to this:

PREFERENTIAL POSITIONS / BEST SPOT	
1 <sup>st</sup> position	25,0%
2 <sup>nd</sup> position	15,0%
Penultimate position	10,0%
Final position	12,5%



## Spot length indexes

The net basic prices from the media contract are based on a spot length of 30 seconds.

The table below displays indexes of the commercials with a non-standard spot length.

SPOTLENGTH-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	in proportion to 60"

## Products

With specific purchase and control formats, you yourself choose the content that best suits your campaign. Time slot packages allow you to choose the time period in which the spots are broadcast. With target audience packages, your target audience will be reached on a good selection of suitable channels. If you want to be included for a particular theme, that is possible with our range of theme packages. The content basic price applies to the specific purchase formats, while the time slot basic price applies to the time slot and theme packages. Below you will find an overview of our products.

CONTENT	CONTROL	PRODUCT INDEX*	SCHEDULE
Specific Fixed Budget	based on selective break selection (150%)	RTL 4: 135 / RTL 5: 124 / RTL 7, RTL 8, FOX Sports, Eurosport, Ziggo Sport: 115 / other full audit channels: 112	By channel
Specific GRP	based on selective break selection (150%)	RTL 4: 132 / RTL 5: 121 / RTL 7, RTL 8, FOX Sports, Eurosport, Ziggo Sport: 112 / other full audit channels: 109	By channel
Fixed Control	based on selective break selection (200%)	121	At least 4 channels
TIME SLOT	CONTROL	PRODUCT INDEX	SCHEDULE
Top Time Package	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
Early & Late Time Package	16:30 - 20:00 & 22:30 - 25:00	101	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels
Daytime Package	06:00 - 18:00	85	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels
Nighttime Package	24:00 - 06:00	75	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels
Alcohol Advertising Package	21:00 - 25:00	111	RTL 4, 5, 7, 8, Z and a selection of suitable full audit channels
TARGET AUDIENCE	CONTROL**	PRODUCT INDEX	SCHEDULE
Target Audience package Plus	02:00 - 26:00 except for RTL 4 and RTL 5 18:00 - 24:00	85	RTL 4, 5 and a selection of suitable full audit channels
Target Audience package	02:00 - 26:00	75	A selection of suitable full and light audit channels
Target Audience package Light	02:00 - 26:00	59	A selection of suitable light audit channels
THEME	CONTROL	PRODUCT INDEX	SCHEDULE
Sports package	Men aged 25-54	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

\*In the case of specific purchasing, an extra discount of two index points applies to the product index if you buy for the channel's core audience.

\*\*Control for game of chance (19:00-02:00) and alcohol-advertising package (21:00-02:00) possible in the case of all target audience packages for 10% surcharge. Primetime control possible with Target Audience package and Target Audience package Light for 10% surcharge (18:00 - 24:00).



Weekly  
reach TV  
**94%**

