

Charities

Ratecard 2025

Charities can purchase campaigns at Ad Alliance in accordance with the regular policy and purchasing options 2025. In addition, charities have the opportunity to purchase a number of products at a special rate.

In this ratecard you will find an overview of these possibilities.

Charitable Audience Packages TV

With our Audience Packages, we offer a special low base rate of € 485 for non-profit organizations, to which the product indices below apply. In addition, the target group, spot length, monthly and market indices that apply to the regular Audience Packages also apply to the charitable packages.

Charitable Packages	Control	Charitable Product Index	Classification
Chari Audience Package Plus	02.00-26.00 hour m.u.v. RTL 4 & RTL 5 18.00-24.00 hour	95	RTL 4, RTL 5 + selection of suitable full audit channels
Chari Audience Package Basic	02.00 - 26.00 hour	86	Selection of suitable full audit & light channels
Chari Audience Package Light	2.00 - 26.00 hour	67	Selection of suitable light channel

Steering to time slots 19.00 -26.00 and 18.00-24.00 is possible at a surcharge of 10%. Steering to time-slot 21.00-26.00 is possible at a surcharge of 15%

- Conditions charitable packages**
- The charitable institution must have a CBF or an ANBI quality mark.
 - Campaigns purchased through a charitable package count towards the advertiser's total commitment.
 - Ad Alliance has the right to refuse commercials.
 - Placement is subject to availability of advertising space.
 - The amounts mentioned above are net and exclusive of VAT.
 - Our general terms and conditions and terms and conditions of purchase apply to all campaigns. These can be found at adalliance.nl.

Charitable Online Video

For Online Video, we offer a special CPM rate for non-profit organizations. For Instream Video, you can find that below. The special CPM rate for Bumper Ads and Outstream Video are available upon request. For extra steering and deviating spot lengths, the indices of the regular rate card 2025 apply.

Charitable Instream Video	CPM
Ad Alliance Network	€17,00