

# Charities

## Ratecard 2026

Charities can purchase campaigns at Ad Alliance in accordance with the regular policy and purchasing options 2026. 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 € 495 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
<b>Chari Audience Package</b>	02.00-26.00 hour m.u.v. RTL 4 & RTL 5 18.00-24.00 hour	<b>90</b>	A selection of RTL & thematic channels (full audit & light) that suits the target group
<b>Chari Audience Package Light</b>	2.00 - 26.00 hour	<b>67</b>	Selection of suitable light channels

*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.
- The charity must have a CBF quality mark or an ANBO quality mark
- Our general terms and conditions and terms and conditions of purchase apply to all campaigns. These can be found at [adalliance.nl](http://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 2026 apply.

Charitable Instream Video	CPM
Ad Alliance Network	€16.00