



Kids Ratecard '26

Thanks to our extensive portfolio of strong brands and our understanding of the target group, Ad Alliance is the partner for responsible communication aimed at children. With our popular brands, we offer a world of adventure and fun. Quality and reliable content is always our priority.

In this ratecard you will find an overview of the purchasing options for April-December 2026.

For the purchase of spot airtime, we use a fixed kids base price during this period. The monthly index, target group index, product index and spot length index can also be found in this ratecard. To ensure a good balance in supply and demand, we publish a monthly market index for each product on our website.

Would you like to know more about the purchasing options? Please contact your contact person at Ad Alliance

TV Spot purchasing options

GRP-price calculation April-December 2026

$$\text{Kids base price} \times \text{Target audience index} \times \text{Product index} \times \text{Month index} \times \text{Market index} \times \text{Spot length index} = \text{GRP price}$$

Base price 2026

€ 130.-

Audience index Kids packages

Audience	Index
3-12 years	100
6-12 years	110
F 6-12 years	110
M 6-12 years	110
3-8 years	110

Product indices

Product	Index
Kids package	100
Kids package channel selection	On request

Month indices

Month	Index
April	100
May	100
June	100
July	100
August	100
September	135
October	210
November	235
December 1-5	235
December 6-31	110

Market index

The market index can range from 85 to 120 and is published monthly on adalliance.nl

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	On request

Preferred position

Position	Surcharge
1st position	30%
2nd position	15%
Second-to-last position	10%
Last position	12.5%

Surcharges

Time Slot / Program selection	
Time slots	Surcharge 15%
Program	Please contact your contact person for more information



Online video

With a qualitative selection of specific kids' content on Videoland, Disney+ en HBO Max in combination with YouTube, we also offer a large and high-quality reach among kids online. We offer Instream Video, which can be purchased through our digital team (Managed Services).

videoland.
BY RTL

Disney+

HBO
max

we are **era**

Package	Content	CPM rate
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Kids SAVOD	Videoland, Disney+, HBO Max	€37.50
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Kids We Are Era*	We Are Era Kids channels on YouTube	€17.50
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Spot length	Index
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Spot length ≤20 sec	100
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Spot length 21-30 sec	125
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Spot length >30 sec	On request
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*available spot length ≤20 sec

Product	Index
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Pre-roll	100
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Responsible handling of children's advertising (TV & online video)

Advertising aimed at children must be done with due care and is subject to specific rules that our sales team is well aware of. For more information, please contact your contact at Ad Alliance. The following rules apply, among others:

- Advertising of food products aimed at children up to and including 15 years of age is not permitted.
- Advertising aimed at children prohibits certain product categories (including alcohol, gambling, tobacco, toys containing food and products that are not suitable or intended for children)
- Advertising aimed at children prohibits the use of child idols

You'll find detailed information about our purchasing options at adalliance.nl. Ad Alliance's general terms and conditions of purchase apply to all offers and agreements with Ad Alliance, which you can also read at adalliance.nl. If you have any questions, please contact your regular Ad Alliance representative. Our team's contact details can be found at adalliance.nl/ons-team, or you can contact us at adverteren@adalliance.nl.