

Kids

Ratecard Q1 2025

From the youngest to the older kids, we offer a world full of adventure and fun with our popular brands Disney Channel, Disney XD, Nickelodeon, Nick Jr., Nick Toons and RTL Telekids. Thanks to this extensive portfolio of strong brands and our knowledge of the target group, Ad Alliance is the partner for responsible communication aimed at children. Qualitative and reliable content is always at the center of this.

In this ratecard you will find an overview of the purchasing options for January to March 2025. For the purchase of spot airtime, we use fixed kids base prices during this period. These prices include monthly and market index. The audience index, product index, and spot length index do apply. Before the start of the purchasing period for April, the purchasing policy for the rest of the year will also be available on adalliance.nl.

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

TV Spot purchasing options

Formula GRP Price Q1 2025

$$\text{Kids base price} \times \text{Audience index} \times \text{Product index} \times \text{Spot length index} = \text{GRP Price}$$

Fixed Kids base price Q1 2025 (including monthly and market index)

January	February	March
€ 75	€ 100	€ 125

Audience index Kids packages

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

Preferred position

Position	Additional cost
1e position	30%
2e position	15%
Penultimate position	10%
Last Position	12,5%

Toeslagen

Steering	
Time slots	Additional cost 15%
Program	Please contact your contact person for more information

Product Indexes

Product	Index
Kids Package	100
Kids' package - channel selection	On request

Spot Length Indexes

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



Online video

With a nice range of specific kids content on Rakuten 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).

Package	CPM tarief
Run of Kids Q1	€20.25

Additional costs	Index
Spot length ≤20"	100
Spot length 21-30"	125
Spot length >30"	On request



Kids channels:



Responsible handling of children's advertising

- ▶ 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.
- ▶ Advertising of food products aimed at children under 7 years of age is not permitted.
- ▶ Advertising for food aimed at children between the ages of 7 and 12 is only permitted if it meets the nutritional criteria as set out in the Advertising Code for Foodstuffs.
- ▶ Advertising for food that does not meet the nutritional criteria as included in the Advertising Code for Foodstuffs is not permitted in kidscontent.