

Kids

Ratecard Q2-Q4 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 April to December 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 Q2-Q4 2025

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

Kids base price

€ 130,-

Audience index Kids packages

AUDIENCE	INDEX
3-12	100
6-12	110
V6-12	110
M6-12	110
3-8	110

Product indices

PRODUCT	INDEX
Kids package	100
Kids package - channel selection	On request

Monthly indices

MONTH	INDEX	SPOT LENGTH	INDEX
April	100	5 sec	40
May	100	10 sec	50
June	100	15 sec	60
July	100	20 sec	75
August	100	25 sec	85
September	135	30 sec	100
October	210	35 sec	115
November	235	40 sec	130
December 1-5	235	45 sec	145
December 6-31	110	50 sec	160
		55 sec	170
		60 sec	180
		> 60 sec	On request

Market indices

Market indices can range from 85 to 120 and are published monthly on adalliance.nl.

Preferred position

POSITION	SURCHARGE
1st position	30%
2nd position	15%
Penultimate position	10%
Last position	12,5%

Surcharges

SURCHARGES	
Time slot-steering	Surcharge 15%
Program steering	Please get in touch with your contact at Ad Alliance.



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 Q2 and Q3	€20,25
Run of Kids Q4	€22,50

Additional costs	Index
Spot length ≤20"	100
Spot length 21-30"	125
Spot length >30"	Op aanvraag



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.