



AdAlliance

rate card '23

At Ad Alliance, the powers of strong players in the media landscape join together. As your ally, we will do our utmost to achieve a variety of communication and marketing goals, based on this networking perspective. With our channels and digital platforms, offering mass as well as selective coverage, we are always looking for the perfect media formula for every brand and narrative. Collaboration is the starting point: we strive for the best result together.



tv spot

Whether your aim is mass coverage or a specific target audience, Ad Alliance's extensive broadcasting range reaches millions of Dutch people every week. We offer a tailor-made proposition for every target audience, for every budget.

For the purchasing of ad broadcasting time, we agree on two net basic prices per GRP in the media contract: a content and time period base price. The content base price applies to specific purchasing methods and Sturing Vast (Fixed Steering). The time period base price is for time period, target audience and theme packages. The months all have a monthly index and our various purchasing options have individual product indices. The hierarchy of the classification determines which purchasing method you choose. We include agreements on the target audience indices in the contract. To ensure a reasonable balance between supply and demand, we publish a monthly market index for each product on our website.



Market indices

Market indices vary from 85 to 115 per product and are published monthly on adalliance.nl.

Monthly indices Ad and Billboarding

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
120	112	118	153	182	173	127	129	182	175	160	169

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	upon request

Preferred positions

POSITION	SURCHARGE
1 st position	30%
2 nd position	15%
Penultimate position	10%
Last position	12.5%

tv spot products

CONTENT	STEERING	PRODUCT INDEX*	PLANNING	MIN. GRPS
Specific Fixed Budget	Based on selective block selection (150%)	RTL 4: 143 / RTL 5: 124 / RTL 7: 140 / RTL 8, ESPN, Eurosport, Ziggo Sport: 115 / other full audit channels: 112	Per channel	15
Specific GRP	Based on selective block selection (150%)	RTL 4: 140 / RTL 5: 121 / RTL 7: 137 / RTL 8, ESPN, Eurosport, Ziggo Sport: 112 / other full audit channels: 109	Per channel	N/A
Steering Fixed	Based on selective block selection (200%)	124	Minimum of 4 channels	15
TIME PERIOD	STEERING	PRODUCT INDEX	PLANNING	MIN. GRPS
Top Time Package	19:30 - 23:00 RTL 4: 18:00 - 24:00	115	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Early & Late Time Package	16:30 - 20:00 & 22:30 - 26:00	101	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Daytime Package	06:00 - 18:00	90	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5
Night-time Package	24:00 - 06:00	75	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5
Permillage Package	21:00 - 26:00	115	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
TARGET AUDIENCE	STEERING**	PRODUCT INDEX	PLANNING	MIN. GRPS
Target Audience Package Plus	02:00 - 26:00 excl. RTL 4 and RTL 5 18:00 - 24:00	90	RTL 4, 5 and a selection of appropriate full audit channels	15
Target Audience Package	02:00 - 26:00	80	A selection of appropriate thematic full audit and light channels	15
Target Audience Package Light	02:00 - 26:00	62	A selection of appropriate light channels	3
THEME	STEERING	PRODUCT INDEX	PLANNING	MIN. GRPS
Sports Package	Men 25-54 years old	115	Sports programmes on RTL 7, Eurosport, ESPN and Ziggo Sport	5
RTL Z & News Package	All target audiences	110	RTL Z and RTL Nieuws broadcasts on RTL 4	5
RTL Z GRP Package	All target audiences	90	RTL Z	5

Providers of Online Games of Chance cannot make use of these purchasing options; we have compiled separate purchasing options for this sector. You can find more information at adalliance.nl.

* For specific purchasing, an additional discount of two index points on the target audience index applies when purchases are made based on the core target audience of the channel.

** Steering for time periods 19:00 - 26:00, 18:00 - 24:00 and 21:00 - 26:00 is possible at a 10% surcharge.

RTL 4

RTL 5

RTL 7

RTL 8

ESPN

ZIGGO SPORT

EUROSPORT

COMEDY CENTRAL

24 Kitchen

Discovery

DISCOVERY SCIENCE

TLC

M

NATIONAL GEOGRAPHIC

Paramount NETWORK

FOX

HISTORY

XITE

RTL Z

RTL CRIME

RTL LOUNGE

CRIME+ INVESTIGATION

animal planet

ONS

ID

E

special advertising

If you are looking to interweave your brand in a creative way in the content or in the design of the TV channel, why not consider the unique possibilities of Special Advertising? Due to its high attention value, this form of advertising has a significant impact on brand recall and brand awareness. Research also shows that viewers see Special Advertising as noticeable and likeable. Our offer is as follows:

PRODUCTS	PRODUCT INDEX
Indent ad	RTL 4: 168 / RTL 5: 157 / RTL 7: 168 / RTL 8: 154 / RTL Z: 157
Block closer	RTL 4: 168 / RTL 5: 157 / RTL 7: 168 / RTL 8: 154 / RTL Z: 157
Frame split	RTL: 171
Content split	RTL: 178
Overlay banner	RTL: 189

For Special Advertising, the minimum basic annual price of €642.00 applies.

kids

We also offer an extensive portfolio for the youngest target audience. Together, our kids brands Disney Channel, Disney XD, Nickelodeon, Nick Jr., Nick Toons and RTL Telekids provide plenty of entertainment, adventure and imagination for every child. Ad Alliance is your partner for responsible communication with children. High-quality and trusted content is the starting point. The results are successful: with our children's content, we reach 55% of all Dutch children every month. Check adalliance.nl for the comprehensive kids rate card or get in touch with your contact for an answer to your question about kids.





billboarding

If you are looking for a cost-effective product with a high attention value, Billboarding is the ideal form of advertising. Billboards are short sponsor mentions before or after a programme. In five seconds, you will immediately grab the viewer's attention and at the same time you will be able to hitch a ride on the programme's wagon. Billboarding is a highly suitable product if you want to boost your brand awareness, introduce a new product or if you want to increase sales.

A Premium Package or a Steering GRP Package allows you to choose the content that suits your campaign. If you choose a Target Audience Package, we will make a good selection of suitable channels to reach your target audience. The commercial policy of TV Ad applies to all our Billboard packages (with the exception of the Premium Package). See the purchasing system diagram under TV Ad for the calculation of the rate.

Please see below for the various purchasing options for Billboarding.

CONTENT*	RATE/PRODUCT INDEX	MIN. DURATION/GRPS	PLANNING
Billboard Premium Package	Fixed rate for the agreed number of billboards	Minimum duration 1 week	Claim well-known, familiar titles such as Expeditie Robinson, Married At First Sight, Beau, Humberto, RTL Weer, RTL Boulevard, Chantal's Pyjama Party and Holland's Got Talent (every month we supplement the offer with popular programmes)
Billboard Steering GRP Package	86	15	Steering based on content on a minimum of 3 full audit channels from RTL (excl. RTL Crime and RTL Lounge), The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)
TARGET AUDIENCE/ THEME**	PRODUCT INDEX	MIN. GRPS	PLANNING
Billboard Target Audience Package Plus	78	10	All RTL full audit channels (excl. RTL Crime and RTL Lounge) and a selection of the appropriate full audit channels from The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)
Billboard Target Audience Package	60	10	A selection of the appropriate full audit channels from The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)
RTL Z Billboard Package	63	10	RTL Z

* The Billboard Premium Package and the Billboard Steering GRP package are subject to the minimum content base price (€642.00).

** The Billboard Premium Package and the RTL Z Billboard Package are subject to the minimum content base price (€578.00).

Billboard Target Audience Packages (Plus) Surcharges

- » Steering for time periods (19:00 - 26:00 or 21:00 - 26:00): **10%**.
- » Surcharge per excluded programme or channel: **5%**

content partnerships

To increase your brand awareness or brand preference in a distinctive way, leverage the power of our content partnership opportunities. This is how we create brand or product awareness with your target audience in a natural way. And more importantly: not let them forget it! You could opt for intensive collaboration with our popular content on TV, for example. This could include brand integration into a well-known show or content that has been especially developed for your brand or product. In addition, we offer

the option of hitching a ride on the wagon of strong formats with brand licensing. We also offer many online options to reach your target audience. Have you ever considered partnering with one of our many influencers, or deploying a branded article? The overview below lists a selection of the content partnership options that we offer. If you want to find out more, please feel free to get in touch with your regular contact at Ad Alliance.



With its broad range of digital titles and platforms, Ad Alliance is the largest local Online Video Network in the Netherlands. Every week, we reach 65% of the Dutch population with premium content in a brand-safe environment. At the bottom of this page you can find a selection of the titles from our online network.

We offer Instream video, Bumper ads and Outstream video; these can be purchased in a variety of ways. When you purchase our packages, the requested volume is utilised at a fixed CPM.

These packages can be purchased via our digital team (Managed Services) or via a DSP (Programmatic Direct). Your choice of package determines the hierarchy: more expensive packages offer a higher priority on delivery.

The Private Market Place (PMP) allows you to select which impressions you want to offer, starting at a floor price.

If you want to find out more, please get in touch or visit adalliance.nl.

Purchasing options Managed and Programmatic Direct

PACKAGE	CONTENT	CPM		
		INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Videoland	Videoland Basis and TV gemist (Catch-up TV)	€35.00	€25.00	N/A
Streaming TV	Videoland Basis, TV gemist, RTL XL*, other broadcast platforms and RTL.nl	€30.00	€20.00	N/A
Ad Alliance Netwerk**	Ad Alliance portfolio excl. Videoland Basis	€22.50	€13.50	€12.00
We Are Era	Influencer and Ad Alliance YouTube content	€18.00***	€12.00	N/A

With our packages, your campaign will be delivered to consent users and non-consent users. This means that the commercial must be supplied with two different specifications. You can find more information at adalliance.nl.

* RTL XL will switch to TV gemist and RTL.nl in H1 2023.

** Exclusion of a maximum of 1 publisher is possible at an index of 125. For commercial lengths >20", this index automatically applies due to the exclusion of YouTube.

*** Max. 20". Skippable video max. 180", rate upon request.

Purchasing options PMP

PURCHASE OPTION	FLOOR PRICE CPM		
	INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Private Market Place*	€22.50	€13.50	€7.50

* Purchase for Videoland not possible

The power of the big screen

With Ad Alliance, you can advertise on different devices. We have put the big screen in the spotlight here because of its many advantages. For example, people watching together ensures even higher coverage, and research shows that the big screen generates higher emotional impact.

If you are keen to take advantage of this, targeting on the big screen is possible at a steering index of 125.

Claim the break time

With the Pauze Ad (Break Ad), you can claim the perfect break time for long-form content on the big screen. The Pauze Ad is displayed when the viewer temporarily stops the content. Because there is optimal focus, this product has a high attention value. Make the best use of this by creating a link to the break moment in your ad.

The Pauze Ad can be purchased at a CPM of €20.00 and can be steered by programme or time.

videoland.



RTL

rtlnieuws



ADplay

we are era

XITE



EUROSPORT



ESPN

24 Kitchen

libelle



Het Parool



Steering

RUN OF SITE	INDEX
Videoland	125 - based on Videoland
Other	125 - based on Ad Alliance Network
CAPPING	INDEX
CAP < 5	115
SPOT LENGTH	INDEX
21-30"	125
> 30"	Upon request
TECHNICAL TARGETING	INDEX
Device	125
Geo*	125
Time	125
Position	150

* For our packages, we use Geo targeting as standard wherever possible. This includes the Netherlands and the border areas.

Audience targeting options

Audience targeting makes it possible to tailor a video campaign to a specific target audience. This can be done based on age and gender (socio-demographic) or a specific theme. Below are several examples of our target audiences. First party data and contextual models play an important role in the composition of these targeting options. Please visit adalliance.nl for more information.

Examples of socio-demographic targeting



Examples of themes



display

Display advertising increases your brand awareness on our premium, brand-safe platforms. However, Display is a suitable form of advertising even if you are looking to increase traffic.

The various websites in our network are subdivided into three themes: **Lifestyle Woman, Food & Health and Tech & News**, and can all be purchased at a steering index of 115.

Examples of themes



We offer several formats for each theme, to match any objective. From a standard format to an Autonative, Outstream or Transformer developed in-house, for even more impact.

With our Display network, we reach millions of unique people per month. To increase the effectiveness of your display campaign, we offer the option of additional targeting by location, time or device, free of charge. Targeting demographic groups, interests or any other specific desire is also possible. If you are interested in this or in purchasing Programmatic, please get in touch with your regular contact.

You can find more information on formats and submission specifications at adalliance.nl.

CPM rates

DISPLAY	IAB FORMATS			AD ALLIANCE SPECIALS		
	IAB SMALL Rectangle, Leaderboard	IAB LARGE Billboard, Half page ad	IAB RICHMEDIA Super Header, Billboard + Skins	NATIVE Autonative, Social Native	VIDEO Outstream, OVX Header	RICHMEDIA Transformer, Mobile Takeover
Run of Network (RON)	€6.00	€10.00	€14.00	€12.00	€12.00	€14.00





ALLY

Have you met ALLY? Your creative-strategic ally and the perfect team of campaign and content strategists, creatives, designers, production professionals, digital experts and project managers that will make your campaign truly unforgettable. Based on your briefing, ALLY writes the campaign strategy, devises the creative concept, draws up an effective media plan and chooses the most efficient production solution. The colleagues at project management ultimately look after the entire implementation of the campaign, down to every last

detail. Needless to say, we will involve you in every important step, so that you can leave your campaign to Ad Alliance with confidence. ALLY can also be engaged when the campaign strategy has already been written. For advice on the best translation to our media and programmes, for example, but the team is also ready to give creative advice, such as the integration of QR codes in videos. In short: brief your contact and **Add a little... ALLY!**

You can find detailed information about our purchasing options at adalliance.nl. Ad Alliance's General Purchasing Terms & Conditions apply to all offers by and agreements with Ad Alliance. If you have any questions, please feel free to get in touch with your regular contact. You can find the details for our team at adalliance.nl/ons-team, or contact us at adverteren@adalliance.nl.