

# Ratecard '24

Ad Alliance is the largest media alliance in the Netherlands, thanks to the collaborations with our partners. We reach 98% of all Dutch people every week with all our TV channels, digital platforms and influencers. By offering personal attention and just that little bit extra, we come up with tailor-made media solutions for every objective, target audience, brand and story. Working together on innovating and pioneering is central to this. Because we achieve the best results together. It all adds up.

## TV Spot

With all the TV channels in our network, we reach millions of Dutch people every day. Do you want mass coverage or do you want to reach a specific target audience? We offer products for every target audience and for every budget.

When purchasing Ad broadcasting time, we agree on two net basic prices per GRP in the media contract: a content and a time slot base price. The content base price applies to specific purchasing formats and Sturing Vast (Fixed Steering). The time slot base price is intended for time slot, target audience and theme packages. The months have their own monthly index and our various purchasing options have their own product index. The type of purchase you choose determines the hierarchy of the classification. We agree on the target audience indices in the media contract. To maintain a good balance between supply and demand, we publish a monthly market index for each product on our site.



### Market indices

Market indices are published monthly on [adalliance.nl](http://adalliance.nl) and can range from 85 to 120 per product, with a maximum annual average of 115 per product.

### Monthly indices Spot and Billboarding

| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 114 | 109 | 109 | 155 | 179 | 159 | 116 | 120 | 198 | 196 | 169 | 176 |

### 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 positions

| POSITION                 | SURCHARGE |
|--------------------------|-----------|
| 1 <sup>st</sup> position | 30%       |
| 2 <sup>nd</sup> position | 15%       |
| Penultimate position     | 10%       |
| Last Position            | 12.5%     |

# TV Spot products

| CONTENT                              | STEERING   | PRODUCT INDEX*   | PLANNING   | MIN. GRPS |
|--------------------------------------|--|--|--|-----------|
| <b>Specific Fixed Budget</b>         | Based on selective block selection (150%)                | RTL 4: 148 / RTL 5: 130 /<br>RTL 7: 145 / RTL 8: 120<br>/ ESPN, Eurosport, Ziggo<br>Sport: 125 / other full audit<br>channels: 117 | Per channel  | 15        |
| <b>Specific GRP</b>                  | Based on selective block selection (150%)                | RTL 4: 145 / RTL 5: 127 /<br>RTL 7: 142 / RTL 8: 117<br>/ ESPN, Eurosport, Ziggo<br>Sport: 122 / other full audit<br>channels: 114 | Per channel  | n/a       |
| <b>Steering Fixed</b>                | Based on selective block selection (200%)                | 130  | Minimum of 4 channels  | 15        |
| TIME SLOT                            | STEERING   | PRODUCT INDEX  | PLANNING   | MIN. GRPS |
| <b>Top Time Package**</b>            | 19:30 - 23:00<br>RTL 4: 18:00 - 24:00                    | 120  | RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels | 15        |
| <b>Early &amp; Late Time Package</b> | 16:30 - 20:00<br>& 22:30 - 26:00                         | 106  | RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels | 15        |
| <b>Daytime Package</b>               | 06:00 - 18:00  | 90   | RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels | 5         |
| <b>Night-time Package</b>            | 24:00 - 06:00  | 78   | RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels | 5         |
| TARGET AUDIENCE                      | STEERING***  | PRODUCT INDEX  | PLANNING   | MIN. GRPS |
| <b>Target Audience Package Plus</b>  | 02:00 - 26:00 except<br>RTL 4 and RTL 5 18:00<br>- 24:00 | 90   | RTL 4, 5 and a selection of appropriate full audit channels          | 15        |
| <b>Target Audience Package</b>       | 02:00 - 26:00  | 82   | A selection of appropriate thematic full audit and light channels    | 15        |
| <b>Target Audience Package Light</b> | 02:00 - 26:00  | 64   | A selection of appropriate light channels                            | 3         |

\* For specific purchases, an additional discount of two index points applies to the target audience index when purchasing for the channel's core target audience.

\*\* The Top Time Package budget can be up to 30% of the campaign budget.

\*\*\* Steering based on time slots 19:00 - 26:00, 18:00 - 24:00 and 21:00 - 26:00 possible at a 10% surcharge.

| THEME/OTHER                     | STEERING                          | PRODUCT INDEX | PLANNING   | MIN. GRPS |
|---------------------------------|-----------------------------------|---------------|--|-----------|
| <b>Sports Package</b>           | Men aged 25-54                    | 120           | Sports programmes on RTL 7, Eurosport, ESPN and Ziggo Sport          | 5         |
| <b>RTL Z &amp; News Package</b> | All target audiences              | 113           | RTL Z and RTL News broadcasts on RTL 4                               | 5         |
| <b>RTL Z Package</b>            | All target audiences              | 93            | RTL Z  | 5         |
| <b>Permillage Package*</b>      | 21:00 - 26:00                     | 120           | RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels | 15        |
| <b>Gambling Package*</b>        | 19:00 - 26:00 or<br>21:00 - 26:00 | 120           | RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels | 15        |

\* These time slot packages have been specially compiled for products that are subject to legal time slot restrictions. Advertisers with time slot-restricted products can only use these time slot packages in addition to our Content and Target Audience packages.

# Billboarding

Would you like to grab the viewer's attention within a few seconds and immediately piggyback on a successful programme? With Billboarding, we can make this happen for you. Billboards are short sponsor mentions before or after a programme, giving this product a high attention value while also being cost-efficient. It's highly suitable for many objectives, from boosting brand awareness to introducing a new project or increasing sales.

The various Billboarding purchasing options are listed in the table below. A Premium Package or a Steering GRP Package enables you to choose the content that best suits your campaign. When purchasing a Target Audience Package, we select appropriate channels to reach your target audience. All our Billboard Packages (except the Premium Package) are subject to TV Spot's commercial policy. The rate calculation can be found on the front of the TV Spot purchasing system diagram.

| CONTENT*                              | RATE/PRODUCT INDEX                             | MIN. DURATION/GRPS      | PLANNING   |
|---------------------------------------|--|-------------------------|--|
| <b>Billboard Premium Package</b>      | 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, RTL Weer, RTL Boulevard, Het Perfecte Plaatje Op Reis, Oh, Wat Een Jaar! and Holland's Got Talent (we add popular programmes to the offer every month) |
| <b>Billboard Steering GRP Package</b> | 89   | 15                      | Content-based steering on at least 3 RTL full audit channels (except RTL Crime and RTL Lounge), The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)  |

| TARGET AUDIENCE/THEME**                       | PRODUCT INDEX | MIN. GRPS | PLANNING  |
|---|---------------|-----------|---|
| <b>Billboard Target Audience Package Plus</b> | 81            | 10        | All RTL full audit channels (except RTL Crime and RTL Lounge) and a selection of the appropriate full audit channels of The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport) |
| <b>Billboard Target Audience Package</b>      | 62            | 10        | A selection of appropriate full audit channels of The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)   |
| <b>RTL Z Billboard Package</b>                | 66            | 5         | 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).

## Surcharges for Billboard Target Audience Packages (Plus)

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

## Kids

We reach many Dutch kids of all ages with our adventurous, entertaining brands including Disney Channel, Disney XD, Nickelodeon, Nick Jr., Nick Toons and RTL Telekids. This extensive portfolio of strong brands and a great deal of knowledge about the target audience means Ad Alliance is the trusted partner for responsible communication with kids. Want to know more about the purchasing options? Go to [adalliance.nl](http://adalliance.nl) for the comprehensive kids rate card or get in touch with your Ad Alliance contact person.




# Content partnerships

We offer various possibilities for entering into a content partnership that will ensure your target audience, brand or product stands out and is remembered in a natural, effective way. This could include a collaboration with our influencers, brand integration with popular content, using brand licensing to hitch your wagon to strong formats or the use of branded promos.

Want to know more about the possibilities for increasing your brand preference or brand awareness in a distinctive way? Below is a selection of the content partnership possibilities. For more information, get in touch with your Ad Alliance contact.

## A wide range of possibilities:

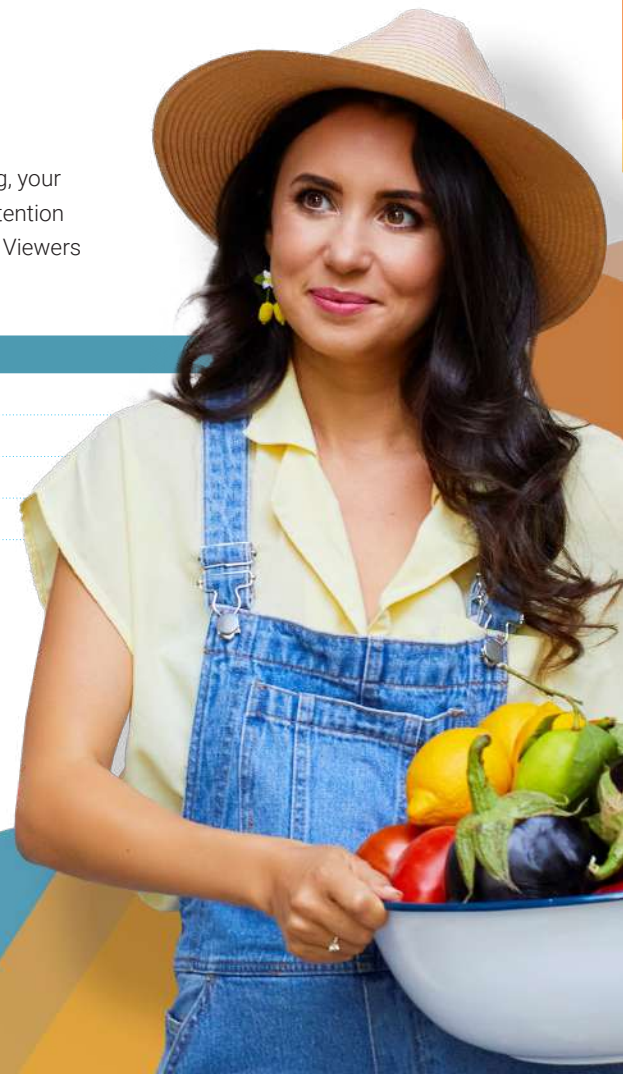
|                           |                         |   |                 |                     |
|---------------------------|-------------------------|---|-----------------|---------------------|
| IN-PROGRAMME INTEGRATION  | BILLBOARDS              | BREAK BUMPERS   | SPOT            | TAILOR-MADE CONTENT |
| INFLUENCER COLLABORATIONS | ONLINE VIDEO            |  | BRANDED PROMOS  | BRANDED ARTICLES    |
| SPECIAL ADVERTISING       | BRANDED POSTS & STORIES | DISPLAY   | BRAND LICENSING | PODCAST ADVERTISING |

## Special advertising

Looking for an impactful way to reach your target audience? By using Special Advertising, your brand is creatively woven into the content or design of the TV channel. Due to its high attention value, this form of advertising has a major impact on brand recall and brand awareness. Viewers also see it as striking and relatable. Interested? We offer the following products:

| PRODUCTS                 | PRODUCT INDEX  |
|--------------------------|--|
| <b>Ident Ad</b>          | RTL 4: 173, RTL 5: 162, RTL 7: 173, RTL 8: 159, RTL Z: 162 |
| <b>Block closer</b>      | RTL 4: 173, RTL 5: 162, RTL 7: 173, RTL 8: 159, RTL Z: 162 |
| <b>Frame split</b>       | RTL: 176   |
| <b>Content split</b>     | RTL: 183   |
| <b>Commercial Scribe</b> | RTL: 194   |

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





# Addressable TV

Addressable TV brings together the best of TV and digital: the mass reach of linear TV and the targeting possibilities of digital. Addressable TV makes it possible to replace commercials in regular ad breaks with commercials that are aimed at a specific target audience, for example based on behaviour, interest or region. Adapting the commercial to these specific target audiences increases the relevance for both the viewer and the advertiser. Addressable TV is an innovation that we at Ad Alliance have recently been working hard on together with VodafoneZiggo and RTL. Technically, we are ready for it!

We'll be happy to share the wide range of possibilities offered by Addressable TV with you as soon as the measurements of the National Media Research (NMO) are ready for this innovation and the overwritten commercials are properly corrected. Until then, Team Early, our innovation team, is offering an initial introduction to Addressable TV through a test campaign that does not require NMO correction.

Want to know more about our options relating to Addressable TV? Please get in touch with your contact person at Ad Alliance.

# Online Video (as of Q3)

We continue to pioneer, innovate and grow in the Online Video field and are at the forefront of the SAVOD market. This expertise makes us the party of choice for advertisers looking to deploy impactful campaigns in a quality and brandsafe environment.

We offer Instream Video, Bumper Ads and Outstream Video; these can be purchased in a variety of ways. When purchasing our packages, the volume requested is deployed at a fixed CPM.

You can purchase these packages through the Ad Alliance Portal, our digital team (Managed Services) or through a DSP (Programmatic Direct). The chosen package determines the hierarchy; the more expensive packages offer a higher priority on delivery. The Private Market Place (PMP) allows you to select which impressions you want to bid on, this can be done starting from a floor price. Want to know more about our Online Video network? Get in touch with your contact person or visit [adalliance.nl](http://adalliance.nl).

## Ad Alliance Portal, Managed and Programmatic Direct purchasing options

| PACKAGE                | CONTENT  | CPM            |           |                |           |           |
|------------------------|--|----------------|-----------|----------------|-----------|-----------|
|                        |  | BIG SCREEN*    |           | ALL DEVICES    |           |           |
|                        |  | INSTREAM VIDEO | BUMPER AD | INSTREAM VIDEO | BUMPER AD | OUTSTREAM |
| SAVOD                  | Videoland Basis, HBO Max and SkyShowtime   | € 45.00        | € 30.00   | € 37.50        | € 25.00   | n/a       |
| Streaming TV           | Videoland Basis   HBO Max   SkyShowtime   RTL (TV Gemist, NLZIET, Ziggo, RTL.nl)   Rakuten   XITE   Warner Bros. Discovery   The Walt Disney Company   Paramount   Ziggo Sport** | € 38.50        | € 24.00   | € 32.00        | € 20.00   | n/a       |
| Ad Alliance Network*** | Ad Alliance portfolio excl. Videoland Basis, HBO Max and SkyShowtime   | € 27.00        | € 16.00   | € 22.50        | € 13.50   | € 12.00   |
| Ad Alliance YouTube    | Broadcaster- and influencer content on YouTube   | € 21.50****    | € 14.50   | € 18.00        | € 12.00   | n/a       |

With our packages, your campaign will be delivered to consent and non-consent users. This means that the commercial must be delivered with two different specifications. More information can be found on [adalliance.nl](http://adalliance.nl).

\* The large screen may not exceed 50% of the requested budget.

\*\* This offer is subject to change.

\*\*\* Exclusion of up to 1 publisher is possible at an index of 125. This index automatically applies to spot lengths >20", due to the exclusion of YouTube.

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

## Purchasing options Private Market Place

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

\* Purchasing is not possible on Videoland and YouTube.

### New: Ad Alliance Portal



Are you interested in one of our online video packages? From now on you can purchase and monitor these yourself 24/7 with us via the Ad Alliance Portal - quick and easy. All you have to do is create your own account in our Portal and choose your package. You can find the Portal at [www.adalliance.nl/inkoopinformatie/portal](http://www.adalliance.nl/inkoopinformatie/portal).

### The high-impact Pause Ad



Want to claim the ultimate break moment with long form content? Then consider the Pause Ad! This unique form of advertising is shown when the content is temporarily paused by the viewer. Due to the optimal focus, this product has a high attention value. The Pause Ad can be purchased from Videoland and HBO Max, at a CPM of €20.00. This applies to all devices.



## CPM rate and steering

If you choose more steering of your campaign - for example, on program, capping or time - then one or more of the steering indices below apply. In that case, the final CPM rate is determined by the CPM of the chosen package multiplied by the applicable steering indices.

| STEERING CONTENT OR PLATFORM | INDEX                                     |
|------------------------------|---|
| <b>SAVOD</b>                 | 125 - based on CPM SAVOD Package          |
| <b>Other</b>                 | 125 - b/o CPM Ad Alliance Network Package |

| CAPPING           | INDEX |
|-------------------|-------|
| <b>CAP &lt; 5</b> | 115   |

| SPOT LENGTH     | INDEX      |
|-----------------|------------|
| <b>21-30"</b>   | 125        |
| <b>&gt; 30"</b> | On request |

| TECHNICAL STEERING        | INDEX |
|---------------------------|-------|
| <b>Device</b>             | 115   |
| <b>Geo*</b>               | 115   |
| <b>Time</b>               | 115   |
| <b>Preferred position</b> | 150   |

\* For our packages, we apply geo targeting by default where possible. This includes the Netherlands and the border areas. Border regions can be excluded free of charge on request.

# Display

Our extensive Display network allows us to reach millions of people per month and you boost your brand awareness and/or web traffic in a brand-safe way. We have various products in our portfolio, from a standard format to an effective Autonative that we develop ourselves.

The various websites in our network are divided into different themes and interests. The themes in our theme packages are based on the content of a website or app. Interest, on the other hand, is based on

## Examples of theme packages



## Demographic targeting options

Demographic targeting focuses your video campaign on a specific audience. First-party data and contextual models play an important role in the composition of these targeting options. Below are some examples of our target groups. Go to [adalliance.nl](http://adalliance.nl) for more information.

|                             |                               |                               |                             |                              |
|-----------------------------|-------------------------------|-------------------------------|-----------------------------|------------------------------|
| <b>25-54</b><br>(index 115) | <b>M 25-54</b><br>(index 115) | <b>F 25-54</b><br>(index 115) | <b>18-34</b><br>(index 115) | <b>13-24*</b><br>(index 115) |
|-----------------------------|-------------------------------|-------------------------------|-----------------------------|------------------------------|

\* Can only be purchased with the Ad Alliance YouTube package.

## Theme packages

These packages allow you to choose a specific theme. Your campaign will be delivered across all our platforms with content based on that theme. Below is a selection of our packages. If you are interested in a different theme, please get in touch with your contact person.

## Examples of theme packages

| THEME*        | EXAMPLES OF THE CONTENT  | INSTREAM CPM |
|---------------|--|--------------|
| <b>News</b>   | RTL News, AD.nl and NU.nl  | €22.50       |
| <b>Sports</b> | ESPN, Ziggo Sport, Eurosport, sports content from Videoland, HBO Max and AD.nl | €32.00       |

\* The theme packages cannot be purchased in combination with demographic targeting.

the user's interests and preferences. Depending on the objective, both methods are effective in reaching the right target audience. Below are a few examples of our theme and interest packages.

To increase the effectiveness of your display campaign, we offer supplemental targeting based on location, time, device and target audience at an index of 115. Find more information about the formats and delivery specifications on [adalliance.nl](http://adalliance.nl).

## Examples of interest packages



## CPM rates

| DISPLAY                     | IAB FORMATS                            |   |   | AD ALLIANCE SPECIALS                    |                                   |  |
|-----------------------------|--|---|---|---|-----------------------------------|--|
|                             | IAB SMALL<br>Rectangle,<br>Leaderboard | IAB LARGE<br>Billboard,<br>Half page Ad | IAB RICHMEDIA<br>Super Header,<br>Billboard + Skins | NATIVE<br>Autonative,<br>Content Widget | VIDEO<br>Outstream,<br>OVX Header | RICHMEDIA<br>Transformer,<br>Mobile Takeover |
| <b>Run of Network (RON)</b> | €6.00                                  | €10.00                                  | €14.00  | €12.00                                  | €12.00                            | €14.00                                       |
| <b>Theme</b>                | €6.90                                  | €11.50                                  | €16.10  | €13.80                                  | €13.80                            | €16.10                                       |
| <b>Interest</b>             | €6.90                                  | €11.50                                  | €16.10  | €13.80                                  | €13.80                            | €16.10                                       |



# ALLY

ALLY is your creative-strategic ally and the team of strategists, designers and project managers that will make your campaign truly unforgettable. We take care of the entire process – from A(LLY) to Z.

Based on your brief, ALLY develops the most appropriate campaign and/or content strategy, comes up with the creative concept, creates an effective media plan and chooses the most efficient production solution. Project management then executes the entire campaign while keeping a keen eye on the detail. You will be closely involved in every important step in the process, so you can feel confident about leaving your campaign

to Ad Alliance. Pioneering and innovating are key core values for Ad Alliance. ALLY closely follows the latest developments in (generative) Artificial Intelligence and cleverly applies the technology to increase creative power within the concept and production process. Examples of this include efficient, tailor-made (billboard) productions or the generation of high-quality campaign visuals.

Interested in what ALLY can do for you? Or would you like to discuss the possibilities? Please get in touch with your contact person at Ad Alliance.

