

Material delivery specifications

Early Package

If you purchase an Early Package, a neutral billboard should be provided. This billboard should communicate the following:

- the provider's brand/logo, plus the explicit mention of sponsoring (this program is...co-sponsored or sponsored by...).
- with a neutral billboard, it is NOT possible to show a pay-off (not in the picture, not in voice-over) or moving picture.

Late Package

If you purchase a Late Package, a regular or neutral billboard may be provided. The regular billboard should communicate the following:

- the provider's brand/logo, plus the explicit mention of sponsoring (this program is...co-sponsored or sponsored by...).
- with a regular billboard, it IS possible to show a pay-off (in the picture, and/or as a voice-over) or moving picture.

Showing a separate URL is not allowed for neutral or regular billboards, with the exception of a URL that is part of the registered brand name. If the trade name of the provider of Online Gambling consists of/is in the form of an internet address (such as Bol.com), this is allowed in the logo.

Both neutral and regular billboards must always contain the following message: "Wat kost gokken jou? Stop op tijd. 18+" (What does gambling cost you? Know when to stop. 18+) disclaimer including URL as part.

How should the material be supplied?

The following versions should be supplied:

If you purchase an Early Package:

A neutral billboard (see the description above), which requires two versions:

- This programme was made possible in part by...
- ... and by...

If you purchase a Late Package:

A regular billboard (see the description above), which requires two versions:

- This programme was made possible in part by...
- ... and by...

Supplying existing billboards

Billboards and/or breakbumpers must be submitted to Ad Alliance no later than two working days (before 12.00 noon) before the first broadcast, ready for broadcasting and in accordance with the specifications (www.adalliance.nl/inkoopinformatie/onderwerp/voorwaardenspecificaties). Before delivery via the FTP server, a preview must be sent for approval to: specialisten.ally@adalliance.nl.

Production of billboards by Ad Alliance

If you do not have a billboard available, Ad Alliance can help with the production if desired. We charge a fixed rate of €2,900 for the production (5 working days) of a billboard based on existing materials. This rate includes:

- Voice-over from the Ad Alliance database + 1-year buy-out for TV and online
- Stock music from the Ad Alliance database + 1-year buy-out

- 1 feedback round and 1 approval round
- Delivery FTP server RTL

'Buy-out' means that the advertiser has the right to use the voice-over and music for one year. Should you wish to renew this right, this will incur additional costs.

Required assets/information:

- Hi-res logo(s)
- Font(s)
- Pack shot(s)
- Separate music if applicable
- Briefing if applicable
- Preference for male/female voice-over
- Exact voice-over text

The deadline for delivery of the assets/information mentioned above is the date of the auction before 17.00 p.m. via: specialisten.ally@adalliance.nl

Please refer to the link below for all generally applicable material specs & conditions:
<https://adalliance.nl/wp-content/uploads/Spelregels-en-Richtlijnen-voor-Billboards-en-Breakbumpers-Brand-Partnerships-Ad-Alliance.pdf>

Questions?

For any questions, ambiguities, sharing storyboards and/or previews, etc., please contact:
specialisten.ally@adalliance.nl