

TV Billboards Purchasing Conditions and Specifications 2025

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1. General

- The billboard airtime purchasing system works with monthly, target audience, billboard length and product indices. These indices have been determined for 2025 and can be found in the 2025 Rate Card, with the exception of the target audience indices.
- The target audience indices are not published. The purchasing target audience groups and accompanying target audience indices are documented in the media contract.
- Two net basic prices per GRP are agreed in the media contract: the Content Basic Price applies to the Content Packages and the Time Slot Basic Price applies to the Time Slot, Target Audience and Theme/Other Packages. Billboarding has a minimum content basic price of €642 and a minimum time slot basic price of €578. If the advertiser's agreed work/contract price is higher than the minimum prices, these prices will apply.
- Until the media contract for 2025 has been concluded with us, purchasing is on the basis of GRP working prices. If the contract is concluded before 31 March 2025, there will be a cc settlement. If the contract price is lower than the working price, settlement will be on the basis of the total GRPs achieved (including overscores). The amount from this settlement will be compensated in bonus airtime.
- Market indices can range from 85 to 120 per product. The market index will reach a maximum of 115 as an annual average (unweighted average). Market indices are published monthly on www.adalliance.nl.
- The condition 'while stocks last' applies to all products mentioned.
- All amounts mentioned exclude VAT and production costs.
- Package conditions apply to all products. These conditions vary by product and can be found at www.adalliance.nl/adverteren.
- All Ad Alliance General Terms and Conditions for the Sale of Advertising Space, Sponsorship and Rules of Play, and Guidelines for Billboards and Break-Bumpers for the various Platforms apply.

2. Billboard purchasing

Applications for and distribution of Billboard airtime

- **Requesting Airtime:** Airtime must be requested for each product and each campaign stating the name of the advertiser and the campaign.
- **Assessing Applications:** Applications will be processed only if we believe that the product fits the stated target audience.
- **Distributing Airtime:** Ad Alliance uses a product hierarchy to distribute airtime. The form of purchasing determines the priority and the package with the highest product index has preference. This does not apply to bonuses.
- **Programming:** Programming is based on current availability and subject to change. All broadcast times and dates are subject to change.
- **Moveable Campaigns:** We can always move campaigns purchased with bonuses, which cannot be used as a Billboard Premium Package or Billboard Steering GRP Package.
- **5 Sec Flip Billboard:** Use is based on a five-second flip billboard by default. The RTL Weather Prime Time and The Clock can also be used on a ten-second basis. Sector exclusivity in accordance with the Ad Alliance product tree applies.
- **Settlement:** All billboard underscores and overscores are set off against each other within the calendar year.

Additional Conditions for Billboard Premium Packages

- **GRP Numbers:** The GRP numbers, which are indications based on our forecasts and the channel's core target audience, take precedence over numbers.
- **Number of Billboards:** The number of billboards is an indication based on the programme length and is not compensated if it differs.
- **Programming and Rates:** The programming and rates in the proposal are based on current availability and subject to change. In case of an option or deal, the rates from the proposal continue to apply.

- **Overscores:** If more GRPs are achieved than planned (overscores), they are converted into bonus GRPs capped at 10%. Ad Alliance may cancel billboard positions for overscores above 10% without compensation.
- **Underscores:** If fewer GRPs are achieved than planned (underscores), they may differ by up to 10%. If the GRPs differ by more than 10%, they will be compensated, usually with additional billboard positions around the programme or by using chroma.
- **Options:** A title can be set optionally for an advertiser. An option can be exercised any time and is valid for five business days after being exercised, after which the option automatically expires.

3. Using billboards

- **Submission of Versions:** For optimal placement of the campaign, three versions must always be submitted: 1) present tense version, 2) past tense version, and 3) the 'and' version.
- **Placement at Promos:** In busy months, billboards can be placed at appropriate promos by agreement.
- **Billboard Steering GRP Package:** This package is distributed on a minimum of three channels.
- **Programming and Rates:** The programming and rates in the proposal are based on current availability and subject to change. In case of an option or deal, the rates from the proposal continue to apply.

4. Broadcast instructions and submission of Billboards

General

- Conditions and rules: the rules of play document describes all conditions and rules applicable to billboard materials and use.
- Responsibility: The advertiser is always responsible for the communication itself.
- Inspection and Refusal: Ad Alliance may approve all forms of communication and publicity and is entitled to refuse them.
- Forbidden Signs: Incorporating a digital or other watermark or any other hidden sign in audio, video or teletext data is not permitted in any manifestation or form without Ad Alliance's consent.
- Technical Regulations: Billboards must comply with Ad Alliance's Technical Regulations.

These can be found at www.adalliance.nl/adverteren.

Instructions

- Broadcast Instructions: These must be submitted using the Uniform Broadcast Instruction Form (UBIF).
- Specific Instructions: Broadcast instructions for each programme or commercial break will not be honoured. Instructions that are too specific will be treated on a best-effort basis.
- Unclear Instructions: If an instruction is unclear or ambiguous, the campaign start date will shift in accordance with the deadlines for each channel.
- Changes: If there are too many changes to a broadcast instruction, its implementation automatically becomes a best effort.
- Order number and billboard spot code: Instructions must include an order number and code. Instructions without an order number and code will not be processed.

Submission

- **Deadlines:** The submission deadlines for instructions and materials can be found under Ad Alliance TV Purchasing Information at www.adalliance.nl/adverteren.
- **Submissions:** Billboard materials must be submitted stating the name of the advertiser and the campaign.
- **Preview and/or storyboard:** at least five business days before the start of the campaign by email to specialisten.ally@adalliance.nl
- **Late Submissions:** If materials are submitted after the deadline, the campaign start date will shift in accordance with the deadlines for each channel. The cost of the missed use of media will be charged.
- **Changes:** A billboard is changed or exchanged at the first opportunity in accordance with the regular deadlines for each channel.
- **Retention period:** Ad Alliance/Operator is not required to retain billboards for a certain period after the last broadcast/showing. Ad Alliance nevertheless retains billboards intended for linear broadcast for one year after submission for service reasons. After this period, the billboard must be resubmitted.

5. NMO viewing figures

- Viewing ratings: The viewing ratings achieved in a given target audience are based on all viewing time measured by the Nationaal Media Onderzoek (NMO), a media research initiative.
- Campaign results: Campaign results are calculated and settled based on commercial break ratings.
- Target audience definitions: The target audience definitions used by the NMO are decisive. If the NMO alters a target audience definition, Ad Alliance will use this altered definition.
- Summary of channels: A summary of all full audit, hybrid audit and light channels is available at www.kijkonderzoek.nl.

6. Additional commercial conditions

- Conditions and rules: the rules of play document describes all conditions and rules applicable to billboard materials and use.
(<https://adalliance.nl/adverteren/inkoopinformatie/voorwaarden-specificaties-en-deadlines/>).
- Policy adjustments: Ad Alliance may adjust the policy based on changes in regulations, viewer feedback, current circumstances and/or for reasons of its own.
- Exclusion of channels and programming: Ad Alliance may exclude channels and programming based on viewer profiles and availability.
- Advertiser's responsibility: The advertiser is responsible for the content of the billboards and for ensuring they comply with applicable laws and regulations, such as the policy rules of the Kansspelautoriteit (the supervisor and regulator of gambling services in the Netherlands), the

Betting and Gaming Act (Wet op de kansspelen), Advertising Code, etc.).

- Adjustments: If there is an unpublished, unscheduled broadcast of a special event or programme, we may adjust the billboard around and/or in the break(s) of the relevant broadcast.

- Competition: Competing brands of Ad Alliance and its partners are not allowed to advertise on Ad Alliance's portfolio. Exceptions are possible only in consultation with and after approval from Ad Alliance.

Unhealthy food:

- Unhealthy food sponsoring by advertisers is not allowed on content watched by a relatively large number of children. This includes channels that do not usually broadcast children's television.
- Definition of unhealthy food: Unhealthy food includes food that does not meet the nutritional criteria set out in the Food Advertising Code.
- Exclusion of channels and programming: Ad Alliance may exclude channels and programming based on the viewer profile.

Children

- Sponsoring aimed at children must be done carefully and specific rules apply for this purpose. If you are in doubt or need more information, ask your contact person at Ad Alliance.
- Food sponsoring aimed at children below the age of 7 is not permitted.
- Food sponsoring aimed at children aged 7 to 12 must meet the nutritional criteria set out in the Food Advertising Code.

Eroticism

- Eroticism: Additional guidelines apply to campaigns for erotic products (<https://adalliance.nl/adverteren/inkoopinformatie/voorwaarden-specificaties-en-deadlines/>) and these campaigns can only be purchased after consultation with and approval from Ad Alliance.

7. Cancellation policy

- More than eight weeks before the broadcast date: If cancellation occurs more than eight weeks before the broadcast date, Ad Alliance will charge a 25% cancellation fee plus 21% VAT.
- From eight to four weeks before the broadcast date: If cancellation occurs from eight to four weeks before the broadcast date, Ad Alliance will charge a 50% cancellation fee plus 21% VAT.
- From four to two weeks before the broadcast date: If cancellation occurs from four to two weeks before the broadcast date, Ad Alliance will charge a 75% cancellation fee plus 21% VAT.
- In the last two weeks before the broadcast date: If cancellation occurs in the last two weeks before the broadcast date, Ad Alliance will ch

