

Purchasing conditions and specifications TV Spot 2026

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1. General

- The purchasing system for spot airtime works with target group, product, month, market and spot length indexes. These have been determined for 2026 and can be found in the TV Spot Ratecard 2026, with the exception of the target group and market indexes.
- The audience indexes are not published. The purchasing target groups and corresponding target group indexes are recorded in the media contract. If the advertiser wants to purchase from a target group other than that agreed in the contract during the term of the contract, this can be done after approval from Ad Alliance and after the contract has been amended.
- In the media contract, two net basic prices per GRP are agreed: the Content Basic Price applies to the Content Packages and the Period, Target Group and Theme/Other Packages are subject to the Period Basic Price.
- Until the media contract for 2026 is concluded with us, purchasing is based on GRP working prices. If the contract is concluded before 31 March 2026, a cc settlement will take place. In the event that the contract price is lower than the working price, the settlement will take place on the basis of the total GRPs achieved (including overscores). The amount from this settlement will be compensated in bonus airtime.
- Market indices can vary from 85 to 120 per product. On an annual average, the market index will be a maximum of 115 (unweighted average). The market indices are published monthly on www.adalliance.nl/adverteren
- For the Kids packages, the rates in the Kids rate card apply and these can be found on www.adalliance.nl/adverteren
- For charities, adjusted rates apply to special charity packages and these can be found on www.adalliance.nl/adverteren
- The following applies to all products mentioned: while stocks last.
- The advertiser is not entitled to (industry) exclusivity in the products offered by us. Ad Alliance is free to organize airtime as it sees fit.
- All amounts mentioned are exclusive of VAT and production costs.
- Package conditions apply to all products. These conditions differ per product and can be found on www.adalliance.nl/adverteren

2. Spot and Special Advertising

Requests and allocation of airtime Spot and Special Advertising

- Airtime must be requested per product per campaign, stating the name of the advertiser and campaign.
- Applications will only be processed by us if, in our opinion, the product for which it is requested fits the specified target group.
- When allocating airtime, Ad Alliance uses a product hierarchy; The form of purchase determines the hierarchy. The package with the highest product index has the highest priority. The product hierarchy does not apply to bonuses.
- Minimum GRP conditions apply to almost all products. These differ per product and can be found on www.adalliance.nl/adverteren. The minimum GRP requirement applies per package.

- For Specific Fixed Budget and Specific GRP, the schedule is fixed and no longer changed. Exceptions to this are changes to programming and forecasts. Blocks that are requested after the official initial purchase period have no guarantee of placement.
- For Content Packages, the blocks must meet a minimum selectivity requirement. When purchasing a package target group of 25-54 years, a selectivity requirement applies in relation to the core target group of the channel in question. When purchasing a parcel target group other than 25-54 years, a selectivity requirement applies compared to 25-54 years.
- The minimum selectivity requirements can be adjusted during the year and can be found at www.adalliance.nl/adverteren
- For the block selections for Specific Fixed Budget, Specific GRP and the Fixed Package Control, multiple requested blocks in the same program on the same day are considered as 1 requested block.
- If Ad Alliance has not received sufficient block selection for the Steering Fixed Package and the package is below score, Ad Alliance is entitled to book additional blocks at its own discretion. The agency/advertiser will be informed of this.
- The block selection of the Fixed Package Steering Package must comply with the budget distribution that can be found on our site: www.adalliance.nl/adverteren
- The Fixed Package is divided into a minimum of 4 channels.
- The broadcast schedule of the Steering Fixed Package is fixed at the time of allocation of the broadcasting time, but remains movable for specifically purchased broadcasting time.
- The budget of the Top Time package may not exceed 30% of the campaign budget.
- Top events that achieve a high reach can be used in the Top Time Package even if an event does not fall into the Top Time period.
- Ad Alliance is entitled to deduct airtime as soon as the objective of a package has been reached or will be achieved according to our forecasts.
- A maximum of 4 order numbers may be requested per campaign.
- A maximum of 4 sub-periods per package may be requested.
- The minimum duration of a sub-period is 7 days.
 - Duration < 7 days:
 - 1 or 2 days exclusion with a surcharge of 5% on the net GRP rate.
 - Exclude 3 or more days can only be purchased as a Specific GRP.
 - Duration > 8 days:
 - 1 weekday excludes without surcharge.
 - 2 or 3 weekdays exclude with a surcharge of 5% on the net GRP rate.
 - Exclude 4 or more weekdays can only be purchased as a Specific GRP.
- Goals per week and per spot length are a best effort. In months with high occupancy, week and spot length targets are abandoned and the priority is to achieve the total target.
- Campaigns purchased with bonuses can be moved by us at any time and cannot be used as Specific Fixed Budget, Specific GRP and Special Advertising.
- Ad Alliance may move spots for all Time, Target Group and Theme packages at its own discretion.

Exceptions

- The exclusion of channels is only permitted for time slot, target group and theme packages.
- For the exclusion of a channel (maximum 3), a surcharge of 5% per channel applies to the net GRP rate.
- It is not possible to exclude 4 or more channels from a time slot, target group or theme package. Ad Alliance recommends purchasing a content package such as Specific Fixed Budget or Specific GRP.
- A maximum of 3 different spot lengths can be requested per package. For packages with more than 3 spot lengths, a surcharge of 5% per spot length applies to the net GRP rate of the entire package.
- A maximum of 4 different sub-periods can be requested per package. For packages with more than 4 sub-periods, a surcharge of 5% per sub-period applies to the net GRP rate of the entire package.

Spot length

- The minimum length of a commercial is 5 seconds.
- The maximum length of a commercial is a total of 60 seconds (including tag-ons). A longer spot length is only possible on request and after approval from Ad Alliance.
- Ad Alliance will only accept spot lengths that are exactly a multiple of 5 seconds (5, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60 seconds).
- A multiple pot consists of a main spot and at least 1 reminder. In the case of a multiple pot, index correction applies. The spot lengths of the main spot and the reminders are added together and this total spot length is taken into account. The reminder must refer to the main spot, cannot be broadcast separately and must belong to the same product category. The industry classification of Ad Alliance is leading in this.
- For triplet and quadruplet pots, the index correction applies plus a surcharge of 5% and 10% respectively on the net GRP rate. A multiple spot consisting of 5 or more parts is not possible.

Checkout campaigns

- At the end of the month, all over- and underscores of the purchased spot packages, with the exception of Specific GRP and Special Advertising, are offset against each other at the monthly and campaign level. The total requested budget is the maximum.
- All forms of Special Advertising are settled with each other at campaign level. Special Advertising is not deducted from Spot and Billboard GRP packages.
- If the budget or duration of the original application is reduced or shortened during the month, the package will be charged based on the number of GRPs realized. The total requested budget is the maximum. Spots that have already been booked within a product cannot be rebooked to a product with a lower product index.
- To pay per flight, the duration of the flight must be month-cross-month. Within this flight, the GRPs achieved from the different months are offset against each other.
- A campaign with a duration of less than 7 days that continues into the following month will automatically become cross-month.

- A campaign that does not meet the minimum GRP requirement per package and continues into the following month will automatically become cross-month. This does not apply to Specific GRP – this package is charged on GRPs obtained.
- Packages purchased in bonus airtime are settled on GRPs achieved. An overscore in bonus airtime is at the expense of the outstanding bonus balance.
- If the actual start time of the broadcast of a commercial break in a time slot package deviates by more than 10 minutes from the scheduled time and is therefore broadcast in a time slot with a lower product index, the agency or advertiser must inform us of this by e-mail within 10 working days. We will only compensate the overcharged amount on request. The compensation is in the form of bonus airtime.
- In the event that the main spot has been broadcast correctly in a multiple pot, but the tag-on(s) has not, we will only compensate the incorrectly transmitted tag-on(s).

Preferred contractual positions and Best Spot

- We distinguish two types of preferred positions; Contractual (part of the media contract) and Best Spot (additional purchase of paid preferred position).
- Positions are classified over the entire period and over all positions (first, second, penultimate and last).
- Both Ad Alliance and the media agency are responsible for deploying Contractual Preferred Positions.
- The value of preferred positions is based on realised GRPs.
- The purchase of a Best Spot is only possible in combination with Specific Fixed Budget and Specific GRP.
- For Best Spot, a surcharge is calculated on the net GRP rate of the entire spot length and can be found on our TV Spot ratecard in the table with preferred position surcharges.
- A minimum spot length of 15 seconds applies to a Best Spot.
- Ad Alliance does not guarantee broadcast time, not even when purchasing a Best Spot.
- A Best Spot is given priority over agreed preferred positions from the media contract.

3. Joint Advertising

- Joint Advertising is a form of advertising in which two advertisers jointly promote their products or services in one commercial and in which there is a main advertiser (more dominant in the Advertising Message) and a secondary advertiser (less dominant in the Advertising Message).
- There is joint advertising if:
 - the logo of the main advertiser is shown for more than 3 seconds or;
 - the logo of the additional advertiser is displayed prominently (full-screen) or;
 - the advertisement contains both a logo and spoken text of the main-advertiser or;
 - the corporate identity of the main-advertiser is prominently displayed throughout the advertisement or;
 - recognizable music can be heard in the commercial, which is part of the corporate identity of the co-advertiser.
- The purchase of joint advertising is only permitted if Ad Alliance has given written permission prior to the campaign. If this notification is not made and Ad Alliance

determines that it concerns a joint advertising during the duration of the campaign, the surcharge will be calculated retroactively. The storyboard or spot must be available for review by Ad Alliance at the same time as the application.

- The surcharge for a joint advertising is 10% on the net GRP rate. In the case of multiple spots, the surcharge is calculated over both the main spot and the reminder(s).
- Ad Alliance decides whether the spot is a joint advertising and whether the advertiser has to pay a joint surcharge.
- During the inspection of the spot, it must be clear who the main advertiser is and by whom the airtime has been requested. The distinction between main and secondary advertiser can be deduced from the degree of presence of both parties in the spot, the use of corporate identities and recognizable music (look and feel).
- Joint advertising campaigns are only placed on the contract of the main advertiser.
- Retailers who advertise their product range do not pay a surcharge. However, it must be clear that the retailer is requesting the airtime. The spot should therefore have the look and feel of the retailer.
- Without prior written permission from Ad Alliance, you may not resell all or part of Ad Ad Space.

4. Addressable TV

- ATV campaigns can replace linearly purchased spot broadcasts. All GRP packages, with the exception of Specific and Control packages, can be replaced.
- The overwritten linear spots are corrected in the NMO. To settle for a linear campaign, the viewing density corrected by NMO is used.
- For the time being, ATV campaigns can only overwrite linear spots on the channels RTL 4, RTL 5, RTL 7, RTL 8 and RTL Z.
- A scheduled linear spot broadcast will never be completely overwritten. It will always be only a selection of viewers who see an ATV advertisement.
- ATV campaigns will never override part of a multiple pot. A multiple pot always remains intact for all viewers.
- Ad Alliance does not share information about which linear spots have been overwritten by an ATV campaign.

5. Broadcast instructions and delivery of commercials

- Temporary employment instructions must be submitted via the Uniform Temporary Employment Instruction Form (UUF).
- Broadcast instructions per program/commercial break will not be honored. If the instruction is too specific, its use automatically becomes a best effort.
- If a broadcast instruction is not unambiguous, the start date of the campaign will be shifted in accordance with the applicable deadlines per channel.
- If there are too many changes to a broadcast instruction, the bet automatically becomes a best effort.
- A broadcast instruction without an order number and without a spot code will not be processed.
- TV commercials must be delivered in accordance with the requirements set out in the Technical Regulations. These Technical Regulations and specifications of the material

to be provided apply to all spot bookings and broadcasts of Ad Alliance and can be found on www.adalliance.nl/adverteren/inkoopinformatie/voorwaarden-specificaties-en-deadlines/

- Deadlines regarding the submission of broadcast instructions and/or material can be found at www.adalliance.nl/adverteren/inkoopinformatie/voorwaarden-specificaties-en-deadlines/
- Commercials must be delivered via SpotDeli www.screenforce.nl/spotdeli/
- Commercials must be delivered stating the name of the advertiser and the campaign.
- If the material is delivered after the deadline, the start date of the campaign will be postponed in accordance with the applicable deadlines per channel.
- Changing/exchanging a spot is done per first opportunity according to the regular deadlines per channel.
- It is not permitted to incorporate a (digital) watermark or other hidden signal in audio, video or teletext data into a program, commercial, commercial promo or other type of expression, unless explicit permission has been requested and obtained from Ad Alliance.
- All commercials must comply with the rules drawn up by the Advertising Code Committee. If applicable, commercials will have to be provided with the required icons and mentions, as they apply to, for example, but not limited to; alcohol, medical products, movie trailers, promos and games (Kijkwijzer, PEGI, Nix18, etc.). See also the RCC: www.reclamecode.nl
- The advertiser remains responsible for the advertisement at all times.
- All communications may be reviewed by Ad Alliance and Ad Alliance is entitled to refuse commercials.

6. NMO Viewing Figures

- The realized viewing density in a certain target group is based on all viewing time measured by the National Media Survey to the commercial break, regardless of the viewing moment and within 7 days.
- Campaign results are calculated and charged based on block viewing densities.
- The target group definitions used by NMO are decisive. When NMO changes a target group definition, Ad Alliance will use this changed definition.

7. Additional Terms and Conditions for Advertising Directed at Children

- Advertising aimed at children must be done in a careful manner and specific laws and regulations apply to this. For more information, please contact your contact person at Ad Alliance. Among others, the following rules apply:
- Advertising for food products aimed at children up to 7 years of age is not permitted.
- Advertisements for food products aimed at children aged 7 to 12 must meet the nutritional criteria as included in the Advertising Code for Food
- Advertising aimed at children does not allow a number of product categories (including alcohol, gambling, tobacco, toys with food and products that are not suitable or intended for children).
- Advertising aimed at children prohibits the use of child idols.

8. Additional terms and conditions gambling, alcohol, unhealthy foods, political advertisements and erotic products

Games of chance

- Advertising for Games of Chance may not reach an audience that consists of more than 25% of minors and young adults together
- The Gaming package has been specially put together for the Gaming industry (casinos, lotteries, scratch cards). The package complies with both time slot and channel restrictions that apply to this industry. There are Gaming Packages from 19:00 and from 21:00. This depends on the product. In addition to our Content and Target Group packages, gambling advertisers can only use this period package.
- The Gaming Package cannot be purchased by other branches.
- Ad Alliance may adjust policy based on changes in regulations, feedback from the viewer, current circumstances and/or reasons for Ad Alliance discretion.
- Ad Alliance has the right to exclude channels and programming based on viewer profile and availability.
- The advertiser is responsible for the content of the commercials and for complying with the applicable laws and regulations (e.g. the policy rules of the Gaming Authority, the Gambling Act, the Advertising Code, etc.).

Alcohol

- Advertisements for alcohol may not be broadcast before 21:00.
- The Promillage package has been specially put together for these advertisers. It complies with both time slot and channel restrictions that apply to this product. Alcohol advertisers can only use this time slot package in addition to our Content and Target Group packages.
- The Promillage package cannot be purchased by other industries.
- Ad Alliance has the right to exclude channels and programming based on viewer profile and availability.

Unhealthy foods

- Advertising unhealthy foods is not allowed for content that a relatively large number of children watch. This also applies to channels that do not usually broadcast children's television.
- Unhealthy foods include foods that do not meet the nutritional criteria as included in the Advertising Code for Foods
- Ad Alliance has the right to exclude channels and programming based on viewer profile and availability.

Political ads

- Special rules apply to political advertisements. These rules are described on www.adalliance.nl/adverteren.

Erotic products

- Additional guidelines apply to campaigns of erotic products (see www.adalliance.nl) and these can only be purchased after consultation with and after approval from Ad Alliance.

9. Other conditions

- In the event of an unpublished, unforeseen broadcast of a special event or programme, we may adjust the commercial breaks around and/or in the break(s) of the broadcast in question.
- For 2026, the gross content base price has been set at €2,947 per GRP and the period base price at €2,548 per GRP. The regular indices apply to these basic prices. This gross starting point is the basis for the reference rates that are published to the media agencies after broadcasting and for the gross television expenditure recorded by Nielsen Media Research and others.
- Competing brands of Ad Alliance and its partners are not allowed to advertise on the Ad Alliance portfolio. Exceptions only in consultation and after approval of Ad Alliance.
- The General Terms and Conditions of Ad Alliance apply to all bookings and broadcasts of Ad Alliance. These Terms and Conditions are set out in www.adalliance.nl

10. Cancellations

- If an advertiser cancels airtime, Ad Alliance is entitled to charge a cancellation fee for the unused part of the booked airtime .
- If more than 25% of the original booked amount is charged at the advertiser level, Ad Alliance will charge a 4% cancellation fee on the canceled spots at the campaign level. The cancellation fee will be increased by 21% VAT.
- If the cancellation is made two business days or less before the broadcast date , Ad Alliance will charge a 100% cancellation fee on the canceled spots. The cancellation fee will be increased by 21% VAT.
- For cancellations for which a 100% cancellation fee has already been charged, the 4% cancellation fee will not be charged.
- Special Advertising is subject to the Billboards cancellation policy. These conditions are listed on www.adalliance.nl/adverteren

In addition to this cancellation policy, the following applies:

- To determine the originally booked amount of the total campaign(s) at the advertiser level, the total requested budget of these campaign(s) is added. The budget on the day of allocation of the broadcasting time is the starting point. The day of allocation is fixed and can be found on www.screenforce.nl.
- A requested campaign that is withdrawn before the official allocation is not covered by the cancellation scheme.
- A campaign that is requested after the official allocation and is cancelled, based on the first requested budget.

- Budget shifts between campaigns are only allowed within the same advertiser. If, at the end of the month, it turns out that more than 25% has been debited at advertiser level for the campaigns in question, the 4% cancellation fee will still be charged.
- If the entire requested budget cannot be placed due to our actions, the amount in question will be deducted from the amount originally booked and will not be considered as cancellation.
- Reduction in the budget due to:
 - Shifting the budget to another month;
 - reduction of the budget due to the reduction of the spot length or change in programming;
 - distribution problems of the advertiser;
 - decisions by industry or government agencies;
 - Advertiser or Ad Alliance disapproved spots.
 - spots that are not ready in time;
 - changed strategy of the advertiser;
 - postponement of a campaign by the advertiser;
 - or other similar causes are considered a cancellation and are therefore covered by the cancellation policy.
- In the event of a cancellation, the broadcasting time on the RTL channels will be debited. The theme channels will only be cancelled in the event of an emergency. If there is no calamity, after assessment by Ad Alliance, the broadcasting time on the theme channels will be debited per first opportunity.