

TV SPOT Purchasing Conditions and Specifications 2025

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1. General

- The spot airtime purchasing system works with monthly, target audience, spot length and product indices. These indices have been determined for 2025 and can be found in the TV Spot Rate Card 2025, with the exception of the target audience indices.
- The target audience indices are not published. Purchasing target audience groups and accompanying target audience indices are documented in the media contract.
If the advertiser, during the term of the contract, wishes to purchase in a different target audience than agreed in the contract, this can be done after Ad Alliance's approval and amendment of the 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.
- 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 rates in the Kids rate card, which can be found at www.adalliance.nl/adverteren, apply to Kids Packages.
- Adjusted rates for charities apply to special charity packages, which can be found at www.adalliance.nl/adverteren
- The condition 'while stocks last' applies to all products mentioned.
- The advertiser is not entitled to sector or other forms of exclusivity in the products we offer. Ad Alliance is free to allocate airtime at its discretion.
- 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

2. Spot and Special Advertising

Applications for and distribution of Spot and Special Advertising airtime

- Airtime must be requested for each product and each campaign stating the name of the advertiser and the campaign.
- We will process applications only if we hold the view that the product for which the application is made fits the specified target audience.
- When distributing airtime, Ad Alliance uses a product hierarchy; the form of purchasing 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 all products. These conditions vary by product and can be found at www.adalliance.nl/adverteren. The minimum GRP requirement applies to each subperiod.
- The schedule is fixed and no longer changed for the Specific Fixed Budget and Specific GRP. Changes to programming and forecasts apply as an exception to this rule. Blocks requested after the official initial purchasing period have no guarantee of placement.
- Blocks for Content Packages must meet a selectivity requirement. When purchasing for the age 25-54 package target audience, a selectivity requirement applies in relation to the core target audience of the channel concerned. When purchasing for a package target audience other than the 25-54 age group, a selectivity requirement applies in relation to the 25-54 age group.
- The selectivity requirements can be found at www.adalliance.nl/adverteren
- When making block selections for the Specific Fixed Budget, Specific GRP and Steering Fixed Package, multiple requested blocks in the same programme on the same day will be treated as one requested block.
- If Ad Alliance has received insufficient block selections for the Steering Fixed Package and the package is at an underscore, Ad Alliance may add blocks at its discretion. The agency/advertiser will be informed

accordingly.

- The block selection of the Steering Fixed Package must comply with the budget allocation, which can be found on our site at www.adalliance.nl/adverteren
- The Steering Fixed Package is distributed on a minimum of four channels.
- The broadcasting schedule of the Steering Fixed Package is fixed when the airtime is allocated but can still be moved for specifically purchased airtime.
- The Top Time Package budget 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 in the Top Time slot.
- Ad Alliance may transfer airtime once the target of a package has been reached or will be reached according to our forecasts.
- A maximum of four order numbers may be requested for each campaign.
- A maximum of four subperiods may be requested for each package.
- The minimum term of a subperiod is seven days.
- Term < seven days:
 - exclude one or two days with a 5% surcharge on the net GRP rate.
 - excluding three or more days can only be purchased as Specific GRP.
- Term > eight days:
 - exclude one weekday without a surcharge.
 - exclude two or three weekdays with a 5% surcharge on the net GRP rate.
 - excluding four or more weekdays can only be purchased as Specific GRP.
- Targets per week and per spot length are best-effort targets. In months with high demand, weekly and spot length targets are relaxed, and

priority is given to achieving the overall target.

- We can always move campaigns purchased with bonuses, which cannot be used as Specific Fixed Budget, Specific GRP or Special Advertising.
- Ad Alliance may move spots at its discretion for all Time Slots, Target Audience and Theme Packages.
- For the purpose of determining package indices (excluding Target Audience Package Light and Content packages), A&E, Ziggo, XITE, E! and ONS are rated at index 86.

Exceptions

- A surcharge of 5% per channel applies to the net GRP rate for excluding a channel (maximum of three).
- Packages on which four or more channels are excluded can only be purchased as Specific Fixed Budget or Specific GRP.
- Up to three different spot lengths can be requested for each package. For packages with more than three spot lengths, a surcharge of 5% per spot length applies to the net GRP rate of the entire package.
- Up to four different subperiods can be requested for each package. A surcharge of 5% per subperiod applies to the net GRP rate of the entire package for packages with more than four subperiods.

Spot length

- The minimum length of a commercial is five seconds.
- The maximum length of a commercial is 60 seconds (including tag-ons). Longer spot lengths are only possible on request and with Ad Alliance's approval.
- Ad Alliance only accepts spot lengths in exact multiples of 5 seconds (5, 15, 20, 25, 30, 35, 40, 45, 50, 55 and 60 seconds).
- A multiple spot consists of a main spot and at least one reminder. Index correction applies to a multiple spot. The spot lengths of the main spot and reminders are added together and this total spot length is then charged. The reminder must refer to the main spot, cannot be broadcast

separately, and must belong to the same product category. Ad Alliance's sector classification is the guiding principle in this regard.

- The index correction plus a surcharge of 5% and 10% on the net GRP rate applies to triplet and quadruplet spots respectively. A multiple spot consisting of five or more segments is not possible.

Settlement of campaigns

- At the end of the month, all overscore and underscores from the purchased spot packages, with the exception of Specific GRP and Special Advertising, are set off against each other at monthly and campaign levels. The total requested budget applies as the maximum for this purpose.
- All forms of Special Advertising are set off against each other at campaign level. Special Advertising is not set off against Spot and Billboard GRP packages.
- If the budget or duration of the original request is reduced or shortened during the month, the package will be settled based on the number of GRPs achieved. The total requested budget applies as the maximum for this purpose. Spots already booked within a product cannot be transferred to a product with a lower product index.
- To settle on a per flight basis, the duration of the flight must extend beyond the month. Within this flight, the GRPs achieved in different months are set off against each other.
- A campaign shorter than seven days that continues into the following month is automatically considered to extend beyond the month.
- Packages purchased in bonus airtime are settled on the basis of the GRPs achieved. An overscore in bonus airtime is deducted from the outstanding bonus credit.
- If the actual start time of a commercial break in a time slot package differs from the scheduled time by more than ten minutes and is then aired in a time slot with a lower product index as a result, the agency or advertiser must notify us in writing of this within ten business days. We

will only compensate the overcharged amount on request. The compensation is in the form of bonus airtime.

- If the main spot in a multiple spot has been aired correctly but the tag-on(s) have not, we will only compensate the incorrectly aired tag-on(s).

Contractual preferred positions and Best Spot

- We distinguish between two types of preferred positions: contractual (part of the media contract) and Best Spot (additional purchasing of paid preferred position).
- Positions are assigned across the whole time slot and across all positions (first, second, penultimate and last).
- Both Ad Alliance and the media agency are responsible for the use of preferred positions from the media contract.
- The value of preferred positions is based on the GRPs achieved.
- Purchasing a Best Spot (paid preferred position) is only possible in combination with the Specific Fixed Budget and Specific GRP.
- The surcharges on the GRP rate for the Best Spot can be found on www.adalliance.nl/adverteren
- A minimum spot length of 15 seconds applies to a Best Spot.
- Ad Alliance does not guarantee when a spot will be aired, even when a Best Spot is purchased.
- A surcharge is applied to the net GRP rate of the entire spot length for preferred positions outside the media contract (Best Spot).
- A paid preferred position takes precedence 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 there is a main advertiser (more dominant in the Advertising Message) and a co-advertiser (less dominant in the Advertising Message).
- Joint advertising exists if:
 - the logo of the co-advertiser is displayed for more than three seconds; or
 - the logo of the co-advertiser is prominently displayed (full screen); or
 - the spot contains both a logo and spoken text of the co-advertiser; or
 - the brand identity of the co-advertiser is prominently displayed throughout the spot; or
 - the spot features recognisable music associated with the co-advertiser's brand identity.
- Joint advertising may be purchased only if Ad Alliance has given written consent prior to the campaign. If notice has not been given and Ad Alliance establishes during the campaign that it involves joint advertising, the surcharge will be calculated retroactively. The storyboard or spot must be present at Ad Alliance for review at the same time as the application.
- The surcharge for joint advertising is 10% on the net GRP rate. The surcharge for multiple spots is calculated on both the main spot and the reminder(s).
- Ad Alliance decides whether the spot is joint advertising and whether the advertiser must pay a joint surcharge.
- During the inspection of the spot, it must be clear who the main advertiser is and who has requested the airtime. The distinction between main and co-advertisers can be deduced from the extent both parties are present in the spot, the use of brand identities and

recognisable music (look and feel).

- Joint advertising campaigns are only placed on the main advertiser's contract.
- Retailers advertising their product range pay no surcharge. However, it must be clear that the retailer is requesting the airtime. The spot must therefore have the retailer's look and feel.
- Without Ad Alliance's prior written consent, it is not allowed to resell (part of) Advertising Space.

4. Addressable TV

- ATV campaigns can replace the linear purchasing of spot broadcasts. All GRP packages, except Specific and Steering packages, can be replaced.
- The overwritten linear spots are corrected in the *Nationaal Media Onderzoek* (NMO), a media research initiative. The NMO-adjusted viewing ratings are used for settling a linear campaign, unless agreed otherwise with the customer.
- ATV campaigns can only overwrite linear spots on channels RTL 4, RTL 5, RTL 7, RTL 8 and RTL Z at present.
- A scheduled linear spot broadcast will never be completely overwritten. Only a selection of viewers will get to see an ATV advertisement each time.
- ATV campaigns will never overwrite part of a multiple spot. A multiple spot remains unchanged for all viewers.
- Ad Alliance does not share information about which linear spots have been overwritten by an ATV campaign.

5. Broadcast instructions and submission of commercials

- Broadcast instructions must be submitted using the Uniform Broadcast Instruction Form (UBIF).
- Broadcast instructions for each programme/commercial break will not be honoured. If an instruction is too specific, its implementation automatically becomes a best effort.
- If a broadcast instruction is ambiguous, the campaign start date will shift in accordance with the applicable deadlines for each channel.
- If there are too many changes to a broadcast instruction, its implementation automatically becomes a best effort.
- A broadcast instruction without an order number and without a spot code will not be implemented.
- TV commercials must be submitted in accordance with the requirements set out in the Technical Regulations. These Technical Regulations and specifications of the material to be submitted apply to all Ad Alliance spot bookings and broadcasts and can be found at www.adalliance.nl/adverteren
- Deadlines for submitting broadcast instructions and/or material can be found at www.adalliance.nl/adverteren
- Commercials must be submitted stating the name of the advertiser and the campaign.
- If material is submitted after the deadline, the campaign start date will shift in accordance with the applicable deadlines for each channel.
- A spot is changed or exchanged at the first opportunity in accordance with the regular deadlines for each channel.

- Incorporating a digital or other watermark or any other hidden signal in audio, video or teletext data in a programme, commercial, commercial promo or other type of communication is not permitted unless explicit consent for this purpose has been requested and obtained from Ad Alliance.
- All commercials must comply with the rules drawn up by the Advertising Code Committee. Where applicable, commercials must feature the required icons and statements as these apply to sectors including, but not limited to, alcohol, medicinal products, movie trailers, promos and games (Kijkwijzer, PEGI, Nix18, and others). Also see the Advertising Code Committee: www.reclamecode.nl
- The advertiser remains responsible for the communication at all times.
- Ad Alliance may inspect all forms of communication and publicity and is entitled to reject commercials.
- Ad Alliance/Operator is not required to retain commercials for a certain period after the last broadcast/showing. Ad Alliance nevertheless retains commercials intended for linear broadcast for one year after submission for service reasons. After this period, the commercial must be resubmitted.

6. NMO viewing figures

- The viewing ratings achieved in a given target audience are based on all viewing time measured by the NMO.
- Campaign results are calculated and settled based on commercial break ratings.
- 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.
- A summary of all full audit, hybrid audit and light channels is available at www.kijkonderzoek.nl.

7. Additional conditions for advertising aimed at children

- Advertising 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 advertising aimed at children below the age of 7 is not permitted.
- Food advertising aimed at children aged 7 to 12 must meet the nutritional criteria set out in the Food Advertising Code.

8. Additional conditions for games of chance, alcohol and unhealthy foods

Games of Chance:

- Games-of-Chance advertising may not reach an audience collectively made up of more than 25% minors and young adults.
- The Games-of-Chance package is specially compiled for that sector (casinos, lotteries, scratch cards). The package complies with both time slot and channel restrictions applicable to this sector. Games-of-Chance

packages are available from 7pm and from 9pm, depending on the product. Games-of-chance advertisers can use only this time slot package alongside our Content and Target Audience packages.

- The Games-of-Chance package cannot be purchased by other sectors.
- Ad Alliance may adjust its policy based on changes in regulations, viewer feedback, current circumstances and/or for reasons of its own.
- Ad Alliance may exclude channels and programming based on viewer profiles and availability.
- The advertiser is responsible for the content of the commercials and 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.).

Alcohol:

- Alcohol advertising must not be broadcast before 9pm.
- The Per Mille package has been specially created for these advertisers. The package complies with both time slot and channel restrictions applicable to this product. Alcohol advertisers can use only this time slot package alongside our Content and Target Audience packages.
- The Per Mille package cannot be purchased by other sectors.
- Ad Alliance may exclude channels and programming based on viewer profiles and availability.

Unhealthy food:

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

9. Other conditions

- If there is an unpublished, unscheduled broadcast of a special event or programme, we may adjust the commercial breaks around and/or in the break(s) of the relevant broadcast.
- For 2025, the gross content basic price has been set at €2,889 per GRP and the time slot basic price at €2,498 per GRP. Regular indexes apply to these basic prices. This gross starting point is the basis for the reference rates published to media agencies after broadcasting and for the gross television expenditure recorded by Nielsen Media Research, among others.
- 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.
- Additional guidelines apply to campaigns for erotic products (see www.adalliance.nl) and these campaigns can only be purchased after consultation with and approval from Ad Alliance.
- Ad Alliance's General Terms and Conditions apply to all Ad Alliance bookings and broadcasts. These General Terms and Conditions can be found at www.adalliance.nl

10. Cancellations

- If an advertiser cancels airtime, Ad Alliance may charge a cancellation fee for the unused part of the booked airtime.
- If more than 25% of the originally booked amount is cancelled at advertiser level, Ad Alliance will charge a 4% cancellation fee on the cancelled spots at campaign level. VAT at 21% is added to the cancellation fee.
- If the cancellation is made two business days or less before the broadcast date, Ad Alliance will charge a 100% cancellation fee on the cancelled spots. VAT at 21% is added to the cancellation fee.
- Cancellations that have already been subject to a 100% cancellation fee will not be subject to the 4% cancellation fee.
- The following provisions apply in addition to this cancellation policy:
- To determine the original booked amount of the total campaign(s) at advertiser level, the total requested budget of these campaign(s) is added together. The budget on the day on which the airtime is allocated is the starting point for this purpose. The allocation day is fixed and can be found at www.screenforce.nl.
- A requested campaign that is withdrawn before the official allocation does not fall under the cancellation policy.
- The initial requested budget is taken as the starting point for a campaign that is requested and cancelled after the official allocation.
- Budget shifts between campaigns are only allowed within the same advertiser. If it transpires at the end of the month that more than 25% over the relevant campaigns has been cancelled at advertiser level, the 4% cancellation fee will still be charged.
- If the entire requested budget cannot be placed through our actions, the relevant amount will be deducted from the originally booked amount and will not be treated as a cancellation.
- A budget reduction due to:
 - shifting the budget to another month;

- reducing the spot length or changing the programming;
- the advertiser's distribution problems;
- rulings by sector or government bodies;
- spots rejected by the advertiser or Ad Alliance;
- spot not being ready on time;
- a change in the advertiser's strategy;
- the postponement of a campaign by the advertiser;

or other similar causes are treated as a cancellation and therefore fall under the cancellation policy.

- In the event of a cancellation, airtime on the RTL channels will be charged. The theme channels only charge in case of an emergency. If there is no emergency, after assessment by Ad Alliance, airtime on the theme channels will be charged at the earliest opportunity.