

Ratecard 2025

Ad Alliance is your local total-video partner. With all the TV channels, Online Video & Streaming platforms and influencers, we reach 98% of the Netherlands every week and continuously innovate to move the advertising market forward. This can only be done through effective collaboration with media agencies, advertisers, the best content parties in the Netherlands and, of course, with each other. Using our network and advertising opportunities around brand-safe content, we translate your communication goals into creative solutions and inspiring cases.

TV Spot

We reach millions of Dutch people every day with all the TV channels in our network. Want to reach the masses or just a specific target audience? We offer products for every target audience and every budget.

To buy spot airtime, we agree in the media contract on two net basic prices per GRP: a content and a time slot base price. The content basic price applies to specific types of purchases and Steering Fixed. The time slot basic price is for the time slot, target audience and themed packages. The months have their own monthly index and our various purchasing options have their own product index. Your chosen type of purchasing determines the hierarchy of the classification. We agree on the target audience indices in the media contract. To maintain a good balance of supply and demand, we publish a monthly market index for each product on our site.



Market indices

Market indices can range from 85 to 120 per product, with a maximum annual average of 115 per product. Market indices are published monthly on adalliance.nl.

Monthly indices Spot and Billboarding

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
107	112	109	161	170	156	120	122	199	187	169	188

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 st position	30%
2 nd position	15%
Penultimate position	10%
Last position	12.5%

TV Spot products

Content	Steering	Product index*	Classification	Min. GRPs
Specific Fixed Budget	Based on selective block selection (150%)	RTL 4: 155 / RTL 5: 140 / RTL 7: 140 / RTL 8: 126 / ESPN, Eurosport, Ziggo Sport: 145 / other full audit channels: 123	Per channel	15
Specific GRP	Based on selective block selection (150%)	RTL 4: 152 / RTL 5: 137 / RTL 7: 137 / RTL 8: 123 / ESPN, Eurosport, Ziggo Sport: 142 / other full audit channels: 120	Per channel	N/A
Steering Fixed	Based on selective block selection (200%)	137	Minimum 4 channels	15

Time slot	Steering	Product index	Classification	Min. GRPs
Top Time Package**	19:30 - 23:00 RTL 4: 18:00 - 24:00	126	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Early & Late Time Package	16:30 - 20:00 & 22:30 - 26:00	111	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Daytime Package	06:00 - 18:00	90	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5
Nighttime Package	24:00 - 06:00	82	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5

Target audience	Steering***	Product index	Classification	Min. GRPs
Target Audience Package Plus	02:00 - 26:00 except RTL 4 and RTL 5 18:00 - 24:00	95	RTL 4, 5 and a selection of appropriate full audit channels	15
Target Audience Package	02:00 - 26:00	86	A selection of appropriate thematic full audit and light channels	15
Target Audience Package Light	02:00 - 26:00	67	A selection of appropriate light channels	3

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

** The Top Time Package budget may not exceed 30% of the campaign budget.

*** Steering to time slots 19:00-26:00 and 18:00-24:00 is possible for a 10% surcharge. Steering to the 21:00-26:00 time slot is possible for a 15% surcharge.

Theme/other	Steering	Product index	Classification	Min. GRPs
Sports package	Men 25-54 years	126	Sports programs on RTL, Eurosport, ESPN and Ziggo Sport	5
RTL Z & News Package	All target audiences	119	RTL Z and RTL News-broadcasts on RTL 4	5
RTL Z Package	All target audiences	98	RTL Z	5
Per Mille Package	21:00 - 26:00	130	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Gambling Package*	19:00 - 26:00 or 21:00 - 26:00	126	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15

* These time lot packages are specially compiled for products subject to statutory time slot restrictions.

Advertisers with products that have time period restrictions can use only these time lot packages in addition to our content and target audience packages.

RTL 4

RTL 5

RTL 7

RTL 8

ESPN

ZIGGO SPORT

EUROSPORT

COMEDY CENTRAL

24 Kitchen

ONS

animal planet

TLC

MTV

E!

Paramount NETWORK

STAR CHANNEL

HISTORY

FILMBOX

RTL Z

RTL CRIME

RTL LOUNGE

HGTV

CRIME INVESTIGATION

Discovery

XITE

DISCOVERY SCIENCE

ID

NATIONAL GEOGRAPHIC

Billboarding

Want to grab the viewer's attention in a few seconds and benefit from the popularity of a successful program? It's possible with Billboarding. Billboards are short sponsor mentions that air before or after a program. It's cost-effective, ensures high attention value and is perfect for many objectives, from increasing brand awareness to introducing a new product or increasing sales.

The various Billboarding purchasing options are shown in the table below. With a Premium Package or a Steering GRP Package, you choose the content that best suits your campaign. When purchasing a Target Audience Package, we select the most appropriate channels to reach your desired target audience. All our billboard packages (except the Premium Package) are subject to TV Spot's commercial policy. You can find the rate calculation in the TV Spot purchasing system diagram on the front cover.

Content*	Rate/product index	Min. duration/GRPs	Classification
Billboard Premium Package	Fixed rate for the agreed number of billboards	Minimum duration 1 week	Claim familiar, well-known titles such as B&B Vol Liefde, Expeditie Robinson, Married At First Sight, Beau, Renze, RTL Weer, RTL Boulevard, Het Perfecte Plaatje Op Reis, Oh, Wat Een Jaar! and Holland's Got Talent (we add popular programs to the selection every month)
Billboard Steering GRP Package	92	15	Steering to content on at least 3 full audit RTL channels (except RTL Crime and RTL Lounge), The Walt Disney Company, Paramount and Warner Bros. Discovery (except Eurosport)

Target audience/ theme**	Product index	Min. GRPs	Classification
Billboard Target Audience Plus	83	10	All full audit RTL channels (except RTL Crime and RTL Lounge) and a selection of appropriate full audit channels from The Walt Disney Company, Paramount and Warner Bros. Discovery (except Eurosport)
Billboard Target Audience Package	64	10	A selection of appropriate full audit channels from The Walt Disney Company, Paramount and Warner Bros. Discovery (except Eurosport)
RTL Z Billboard Package	68	5	RTL Z

* The Billboard Premium Package and the Billboard Steering GRP Package are subject to the minimum content basic price of €642.

** The Billboard Target Audience Package (Plus) and the RTL Z Billboard Package are subject to the minimum time slot basic price of €578.

Surcharges Billboard Target Audience Packages (Plus)

- Steering to time slot (19:00-26:00): **10%**
- Steering to time slot (21:00-26:00): **15%**
- Surcharge per excluded program or channel: **5%**

Special Advertising

Special Advertising creatively weaves your brand into the content and design of our TV channels and its high attention value has a major impact on brand recall and brand awareness. Viewers also perceive Special Advertising as likeable, which leads to a positive association with your brand.

We offer the following products:

Products	Product index
Identspot	RTL 4: 182 / RTL 5: 170 / RTL 7: 170 / RTL 8: 165 / RTL Z: 165
Blockcloser	RTL 4: 182 / RTL 5: 170 / RTL 7: 170 / RTL 8: 165 / RTL Z: 165
Framesplit	RTL: 185

The minimum basic annual price of €642 applies for Special Advertising.

The Special Advertising product index includes the preferred position surcharge of +30%.



Online Video

Together with all our partners Ad Alliance forms the largest local online video network in the Netherlands and is leader in the SAVOD market. The high quality, brand-safe environment of our network ensures maximum impact of online campaigns.

We continue to pioneer & innovate to create even more attention for your brand with new products. We offer Instream Video, Addressable TV & Outstream Video.

Instream Video

With Instream Video, your ad is shown before or during the content. We also offer Bumper Ads in addition to regular stream spots. These are 6 second spots to purchase at index 65.

When buying our packages, the requested volume is deployed at a fixed CPM. The chosen package determines the hierarchy, with more expensive packages offering higher priority on delivery.

Purchasing options Instream Video

Package	Content	CPM	
		All devices	Big screen*
SAVOD	Videoland, Disney+, HBO Max and SkyShowtime	€37.50	€45.00
Streaming TV	Videoland Disney+ HBO Max SkyShowtime RTL (TV Gemist, NLZIET, Ziggo, RTL.nl) Rakuten XITE Warner Bros. Discovery The Walt Disney Company Paramount Ziggo Sport	€32.00	€38.50
Ad Alliance Network**	Ad Alliance portfolio excluding SAVOD	€22.50	€27.00
Ad Alliance YouTube	Broadcast and influencer content on YouTube	€18.00	€21.50

With our packages, your campaign is delivered to consent and non-consent users. This means that the commercial must be delivered with two different specifications. These delivery specifications can be found at adalliance.nl.

*The big screen should not exceed 50% of the requested budget.

**Exclusion of up to 1 publisher is possible at an index of 125. This index automatically applies to spot lengths >20 sec. due to YouTube's exclusion.

Products Instream Video

Product	Index
Pre-roll & mid-roll	100
Bumper Ad	65

Ad Alliance Portal

Interested in one of our Online Video packages? You can now buy and monitor these yourself 24/7 via the Ad Alliance Portal. It's quick and easy! Just create your account in our portal and choose your package. You can find the portal at www.adalliance.nl/inkoopportal/.

SAVOD Special Ads

Want your campaign to stand out even more on the SAVOD platforms? Choose our SAVOD Special Ads! Why not claim the ultimate pause moment with the Pauze Ad or the Eye Catcher. Or opt for a premium ad position on Videoland's homepage with the Branded Strip.

Pauze Ad/Eye Catcher €20.00 CPM
Branded Strip (Videoland) On request



Steering options

One or more of the below steering indices apply if you opt for more steering, such as on content, capping or time. The final CPM rate is determined by the CPM of the chosen package multiplied by the applicable steering indices.

Steering content or platform	Index
Run of Site (ROS)	125 - based on highest priced package
Capping	Index
CAP < 5	115
Spot length	Index
≤ 20 sec.	100
21-30 sec.	125
> 30 sec.	On request

Technical steering	Index
Device (excluding big screen)	115
Geo*	115
Time	115
Preferred position	150

* Geo-targeting is applied as standard for our packages wherever possible. This covers the Netherlands and the border regions. Border regions can be excluded free of charge upon request.

Target audience

Steering based on target audience means that your video campaign focuses on a specific demographic, using first-party data and contextual models.

25-54 years (index 115)	M25-54 years (index 115)	F25-54 years (index 115)	18-34 years (index 115)
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Theme

Our theme packages allow you to focus your campaign on specific themes across all our platforms.

Examples of theme packages

Theme*	Examples of content	CPM
News	RTL News, AD.nl and NU.nl	€22.50
Sports	ESPN, Ziggo Sport, Eurosport, sports content from Videoland, HBO Max and AD.nl	€32.00

* The theme packages cannot be purchased in combination with target audience steering.

Want to know more?

If you are interested in a different theme or target audience, please get in touch with your contact at Ad Alliance.



Addressable TV

Addressable TV (ATV) combines the best of both worlds – the mass reach of linear TV and the targeting capabilities of digital. With ATV it is possible to replace commercials in regular commercial breaks with commercials aimed at a specific target group, for example based on behaviour, interest or region. Adapting the ad to these specific audiences increases relevance for the viewer and the advertiser.

To purchase Addressable TV, we charge a fixed CPM rate of €38.50, which includes steering for standard target audiences. We charge an index for customisation at the target audience level.

$$\text{ATV Rate (CPM)} = \text{€38.50} \times \text{Target audience index} \times \text{Spot length index}$$

Product Addressable TV

Product	Content	CPM
Addressable TV	RTL 4, RTL 5, RTL 7, RTL 8, RTL Z	€38.50

Target audience steering options

Target audience	Index
Region (Province)	100
Household composition	100
Income level	100
Custom	On request

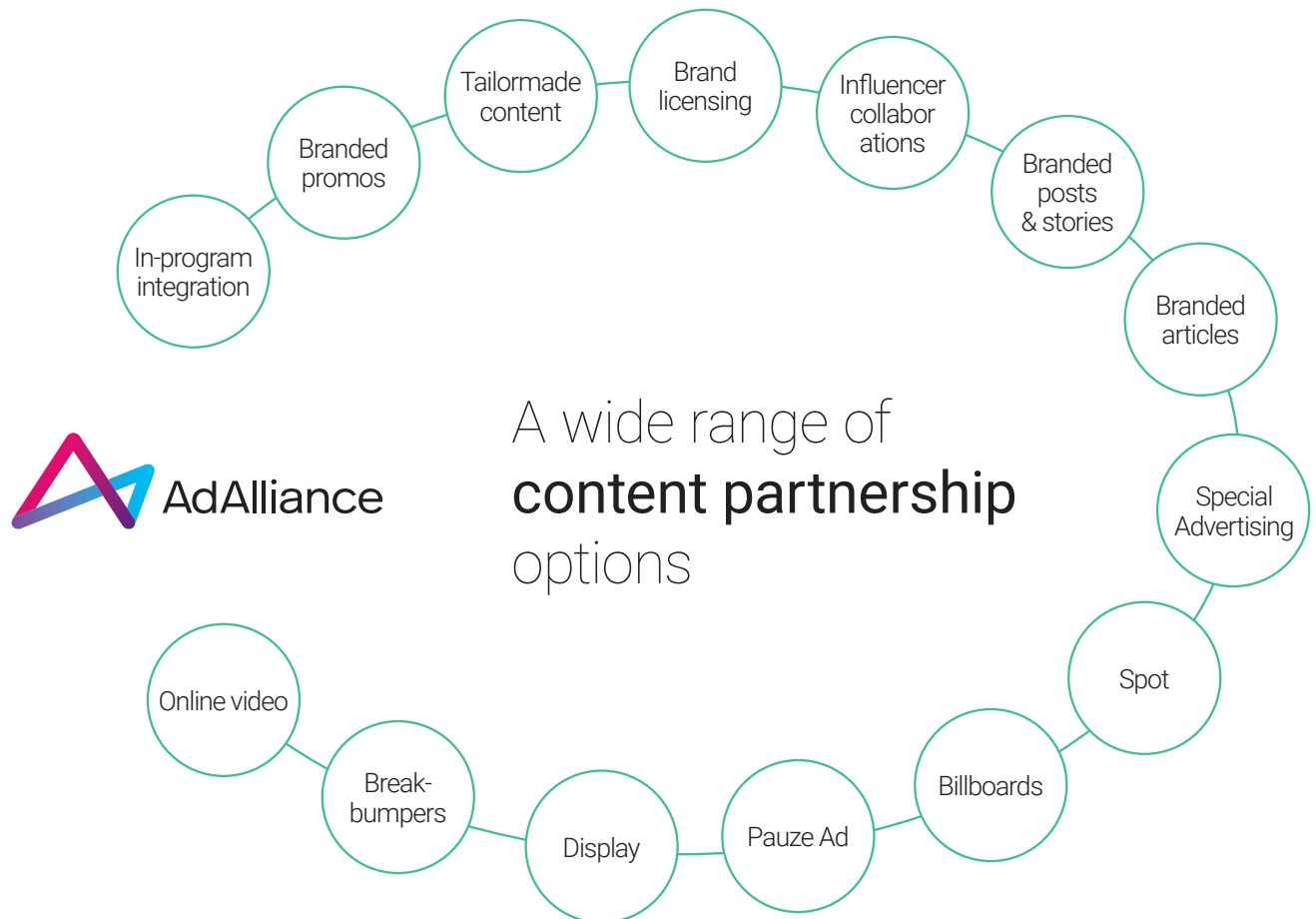
Spot length index

Spot length	Index
10, 15, 20 sec.	100
25 sec.	125
30 sec.	125
>30 sec.	On request

Content partnerships

Use a content partnership to make your brand or product stand out in an effective, natural manner. Our brands offer numerous opportunities to create a striking, bespoke 360° campaign. Consider options such as a collaboration with influencers, brand integration in popular content or brand licensing to take advantage of our strong formats.

Get in touch with your Ad Alliance contact person to discover how you can increase your brand awareness or brand preference through a content partnership.



Kids

We offer a world of adventure and fun for kids of all ages with our popular brands Disney Channel, Disney XD, Nickelodeon, Nick Jr., Nick Toons and RTL Telekids. This extensive portfolio of strong brands and our knowledge of the target audience makes Ad Alliance the go-to partner for responsible communication aimed at children. Where reliable, high-quality content is always central. Want to know more about the various purchasing options? Find the comprehensive kids ratecard at adalliance.nl or get in touch with your contact at Ad Alliance.

nickelodeon.

RTL
TELEKIDS

Disney
CHANNEL

Disney
XD

nickjr.

nicktoons

Outstream Video & Display

Our extensive display network allows us to reach millions of people every month. We offer Outstream Video & Display formats within this network. With Outstream Video, the video ad is prominently displayed within articles on our news and blog sites. We offer various products

within Display, from standard formats to the effective Autonative. For a more targeted campaign, you can use additional targeting options such as location, time and target audience. These can be purchased at index 115. Purchasing based on specific themes and interests is also possible.


Purchasing options Outstream Video

Outstream Video	CPM
Run of Network (RON)	€10.00
Run of Site (ROS)	€12.50


Purchasing options Display

CPM rates	IAB formats			Ad Alliance Specials	
Display	IAB Small incl. Rectangle, Leaderboard	IAB Large incl. Billboard, Half-page Ad	IAB Rich media incl. Super Header, Billboard + Skins	Native incl. Autonative, Content Widget	Rich media incl. Transformer, OVX Header
Run of Network (RON)	€6.00	€10.00	€14.00	€12.00	€14.00
Run of Site (ROS)	€7.50	€12.50	€17.50	€15.00	€17.50


Examples of theme packages



Lifestyle Woman
(index 115)



Food & Health
(index 115)



Tech & News
(index 115)

Examples of interest packages



Sports
(index 115)



Business
(index 115)



Home & Garden
(index 115)



Family
(index 115)



Purchasing Options Private Market Place (PMP)

Instream Video and Outstream Video can also be purchased through the Private Market Place (PMP). Private Market Place allows you to select which impressions you want to bid on, which can be done via a floor price.

Floor price Instream Video €22.50 CPM* (Bumper Ad at index 65)

Floor price Outstream Video €7.50 CPM

* Purchase on Videoland, Disney+, HBO Max, SkyShowtime and YouTube is not possible via the PMP

ALLY

ALLY is our creative-strategy team that ensures your campaign is truly unforgettable. We take the entire process off your hands, from A(ALLY) to Z, and harness the full power of Ad Alliance's innovative products, platforms, brands and services.

ALLY uses your brief to develop the most suitable campaign and content strategy, comes up with the creative concept, draws up an effective media plan and chooses the most efficient production solution. With an eye for detail, ALLY project managers then take care of the entire implementation of the campaign. You will be closely involved in every important step of the process, so you can feel confident about leaving everything to Ad Alliance.

Pioneering and innovating are two of Ad Alliance's core values. ALLY follows the latest developments in (generative) Artificial Intelligence and applies this technology to increase creative impact within the concept and production process. Think of things like efficient, bespoke billboard productions or generating high-quality campaign visuals. This results in effective, eye-catching campaigns that push the boundaries of targeted advertising.

Ready to take your brand to the next level? Or want to brainstorm the various possibilities? Then get in touch with your contact at Ad Alliance.



We reserve the right to adjust our rates for Online Video and Addressable TV on a quarterly basis. This potential adjustment does not affect contractual agreements. Go to adalliance.nl for detailed information on our purchasing options. Ad Alliance's general and purchasing terms and conditions apply to all offers and agreements with Ad Alliance. These can be found at adalliance.nl. If you have any questions, please get in touch with your regular contact person. Our team information can be found at adalliance.nl/over-ad-alliance/ons-team/, or contact us at adverteren@adalliance.nl.