

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%**



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 advertieren@adalliance.nl.