

# Purchasing Conditions and Specifications for Digital Video and Display Purchases 2026

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## 1. Glossary

- ATV: Addressable TV, a technology that allows live TV ads to be replaced by targeted ads for specific audiences.
- Budget: the purchase amount stated on the IO.
- CTV: Connected TV, a television set that connects to the internet and can stream online content.
- CPM: Cost per mille, the cost per thousand impressions of an ad.
- Contextual guidance: Targeting ads based on the content of the web page or app where the ad appears.
- CTR: Click-Through Rate, the percentage of users who click on an ad relative to the number of impressions that ad receives.
- Device: An electronic device such as a smartphone, tablet, computer or smart TV, which is used to access the internet and consume online content.
- First-party data: Data collected directly by a company from its own customers or users, often used for targeted advertising.
- Frequency cap: A limit on the number of times an ad is shown to an individual user within a certain time period.
- Geo-targeting: Targeting ads to specific geographic locations, such as provinces or cities.
- Impression: The display of an ad to a user, regardless of whether there is interaction.
- PO: Purchase requisition, a formal order for ad space that is processed upon receipt of a signed requisition.
- Kijkwijzer: A Dutch classification system for audiovisual media that indicates the age for which a programme is suitable.
- KOA: Remote Gambling, online gambling that is subject to specific laws and regulations in the Netherlands.
- Nix18: A Dutch awareness campaign that focuses on preventing alcohol and tobacco use by minors.
- PEGI: Pan-European Game Information, a European video game rating system that indicates the age for which a game is suitable.
- PII: Personally Identifiable Information, personal data that can be used, directly or indirectly, to identify a specific individual.
- PMP: Private Marketplace, a private auction model for ad space where only select advertisers can bid.
- Advertising Code Committee: An independent body that supervises advertisements in the Netherlands and assesses whether they comply with the relevant Advertising Code.
- SAVOD: Subscription Advertising Video On Demand, a subscription model where users pay a subscription to access a library of video content with ads.
- VTR: View-Through Rate, the percentage of users who watch a video ad to completion relative to the number of impressions.

## 2. General

### **Purchasing system:**

The purchase of online video, ATV and display takes place on the basis of CPM rates and various control options, as stated on the Ad Alliance ratecard. All amounts mentioned are exclusive of VAT.

The applicable CPM rate is calculated by multiplying the CPM rate of the package by the relevant indices (Product Index, Control Index and Seasonality Index).

Example (bumper ad): $\text{€}20 \times 0.65 \times 1.20 \times 1.05 = \text{€}16.38$

### **Ratecard adjustments:**

Ad Alliance reserves the right to adjust control options and CPM rates on a quarterly basis. These changes will be posted on the Ad Alliance website 30 days before the change.

### **Policy adjustments:**

Ad Alliance reserves the right to change its Digital Video and Display Purchasing policy at any time based on changes in laws and/or regulations, user feedback, current circumstances, and/or other reasons.

### **Campaign requests:**

Ad Alliance campaign requests must include the following information: advertiser, product, date range, and budget. Once approved, the request will be displayed by Ad Alliance in a PO and processed by the customer after signing.

### **General:**

The General Terms and Conditions for the Sale of Advertising Space and Brand Partnership Ad Alliance, purchasing conditions (TV and Online), rules and guidelines for billboards and breakbumpers, processing conditions and other conditions and specifications (to be found on [adalliance.nl/adverteren/inkoopinformatie/](http://adalliance.nl/adverteren/inkoopinformatie/)) that apply.

## 3. Media contract

Any additional agreements that fall outside the standard terms and conditions will be recorded in writing in a media contract. Until the media contract is signed, the purchase is based on the Ad Alliance rate card. After placing online advertisements, the prices can no longer be changed.

### **Media contract validity period**

The terms and conditions and agreements in the media contract remain valid until the end of the calendar year, unless otherwise agreed in writing.

## 4. Advertisement Products

### **Online video**

We offer the following video formats: pre-roll, mid-roll and bumper ad. Pre-roll ads play before the content starts. Mid-roll ads play between the content. Bumper ads are short ads that are up to 6 seconds long.

- **Delivery:** We strive to deliver campaigns evenly until the end date. To ensure full delivery, we reserve the right to adjust settings to optimize the campaign. Please note that some unevenness in delivery may occur due to various factors, such as weather, viewing behavior in the evenings, live broadcasts or new popular programs on streaming services. No guarantee is given for complete delivery.

- **Hierarchy:** Ad Alliance maintains a hierarchy in processing campaigns, prioritizing campaigns purchased with the most expensive package. Within the same package, media contract customers are given priority over customers without a contract.
- **Spot length:** The minimum length of content is 5 seconds and the maximum length is 30 seconds, unless otherwise agreed by Ad Alliance. The use of multiple spots is not possible. The Publisher Partner YouTube allows a maximum spot length of 20 seconds, unless otherwise agreed and equipped with a skip button.
- **Tag-on:** A tag-on campaign, which is a short ad that airs immediately after the primary ad, is not allowed.
- **Publisher Exclusion:** A maximum of one Publisher per purchase package as stated in the rate card may be excluded at an index of 125. With the Ad Alliance network package, spot lengths longer than 20 seconds automatically have an index of 125 due to the exclusion from YouTube.
- **Frequency cap:** A frequency cap of 5 or more, 1 per hour or 1 per day (for a campaign period of at least 5 days) can be set for the entire campaign against an index of 100. For caps of less than 5, an index of 115 applies.
- **Control:**
  - **Audience:** Ad Alliance uses contextual guidance and first-party data to determine the audience for campaigns. Content is analyzed using first-party data and contextual models to build demographic audiences. With users' consent, first-party data can be used for targeted advertising. Both methods are combined for optimal targeting, but cannot be combined with Theme management.
  - **Theme:** The theme pack is contextual and uses appropriate available content to create a cohesive pack. This package cannot be combined with target group management.
  - **Device targeting:**
    - **Computers:** These are desktop or laptop devices with larger screens.
    - **Mobile:** These are portable devices that include a phone function, such as smartphones.
    - **Tablet:** Tablets are mobile devices with a larger screen than a smartphone, which usually do not have a phone function.
    - **TV screens (big screen):** These are devices that stream content, such as smart TVs, gaming consoles, and connected devices without a display like Chromecast and set-top boxes.
  - **Ziggo Mediabox:** Advertisements can be delivered via the Streaming TV or Ad Alliance Network Package on the Ziggo Mediabox, where users watch recordings of RTL4, RTL5, RTL7, RTL8 and RTL Z.
  - **Geographic targeting:** Campaigns can be delivered by default in the Netherlands, Flanders, and border areas in Germany. The border areas can be excluded free of charge on request. In addition, it is also possible to target against an index by province and city.

## Addressable TV (ATV)

Live TV advertisements are overwritten at ATV by using technology in the Mediabox of VodafoneZiggo Group B.V. For the time being, ATV campaigns can only overwrite linear spots on the channels RTL4, RTL5, RTL7, RTL8 and RTL Z.

- **Delivery:** We strive to deliver ATV campaigns evenly until the end date. To ensure full delivery, we reserve the right to adjust settings to optimize the campaign. Please note that some unevenness in delivery may occur due to various factors, such as weather, viewing behavior in the evenings, live broadcasts or new popular programs. No guarantee is given for complete delivery.
- **Hierarchy:** Ad Alliance maintains a hierarchy when processing campaigns that prioritizes media contracts over non-contract clients.

- Spot length: When replacing a third-party linear campaign, the available video length options are 10, 15, or 20 seconds. This means that the new ad will overwrite another advertiser's existing ad with a video of exactly these lengths.
- Tag-on: Tag-on: A tag-on campaign, which is a short ad that airs immediately after the primary ad, is not allowed.
- Frequency cap: A frequency cap is only possible on request.
- Control: Ziggo's control options and systems are used when purchasing advertisements.
  - Target group: "VodafoneZiggo Group B.V. improves the targeting of ATV campaigns by using its own data, supplemented with public socio-demographic data from GeoMarktprofiel. This allows them to create customer profiles and show more targeted ads that better match personal preferences and interests. Advertisements can be targeted on the basis of household composition and income level, but it is not allowed to combine these control options."
  - For more information, please consult the official documentation of [VodafoneZiggo Group B.V.](#) or [GeoMarktprofiel](#).
  - Device: At ATV, advertisements are delivered via the VodafoneZiggo Group BV Mediabox Next and Next mini.
  - Geographic targeting: Campaigns are delivered in the Netherlands.

## Display

The most common standard display ad sizes are accepted. In addition, we have developed special Ad Alliance formats, which can be found in the Ad Alliance [ratecard](#) and the [digital delivery specifications](#). The ad formats may differ per affiliated Publisher.

- Delivery: We strive to deliver display campaigns evenly until the end date. To ensure full delivery, we reserve the right to adjust settings to optimize the campaign. Please note that some unevenness in delivery may occur due to various factors, such as weather or new popular content on websites.
- Hierarchy: Ad Alliance uses a hierarchy when processing campaigns, where priority is determined based on the deal type chosen. Within each deal type, advertisers with a media contract are given priority over advertisers without a media contract. The hierarchy is as follows:
  - Direct Buying: Campaigns that are directly purchased have the highest priority.
  - Programmatic Direct: This includes two types of procurement:
    - Programmatic Guaranteed: Campaigns with guaranteed, reserved inventory.
    - Preferred Deals: Campaigns with unguaranteed, unreserved inventory.
  - Private Marketplace (PMP): Campaigns that participate in an auction model with price competition for selected advertisers.
  - The Open Market: falls outside this hierarchy and is based on price competition, with the highest bidder winning.
- Frequency cap: A frequency cap of 5 or more, 1 per hour or 1 per day (for a campaign period of at least 5 days) can be set for the entire campaign against an index of 100. For caps of less than 5, an index of 115 applies.
- Control:
  - Audience: Ad Alliance uses contextual guidance and first-party data to determine the audience for campaigns. Content is analyzed using first-party data or research to build demographic audiences. With users' consent, first-party data can be used for targeted advertising. Both methods are combined for optimal targeting, but cannot be combined with other control options such as theme or device control.

- Theme: Theme management is contextual and uses all our content to put together a theme package. This can be applied at both the site level and the content level within a site. It is not possible to combine theme management with device, target group or interest management.
- Interest: Interest targeting uses personal data (PII) to target ads based on user interests, but only when the user has consented to this. The process involves obtaining consent, collecting and analyzing data, segmenting users based on interests, and targeting relevant ads to these segmented groups. It is not possible to combine interest management with device, target group or themasturing.
- Device targeting:
  - Computers: These are desktop or laptop devices with larger screens. An ad server can determine this by analyzing the user agent string, which contains information about the type of device and the operating system.
  - Mobile: These are portable devices that include a phone function, such as smartphones.
  - Tablet: Tablets are mobile devices with a larger screen than a smartphone, which usually do not have a phone function.
- Geographic targeting: Campaigns can be delivered by default in the Netherlands, Flanders, and border areas in Germany. The border areas can be excluded free of charge on request. In addition, it is also possible to target against an index by province and city.

## 5. Delivery of campaign material

### Digital delivery specifications

Material must be delivered according to the [digital delivery specifications](#).

### Delivery time

Material must be submitted to connect@adalliance.nl at least 3 working days prior to the start of a campaign. Material for ATV campaigns must be submitted via SpotDeli. An account can be requested via <https://screenforce.nl/spotdeli/>. SpotDeli performs the quality check of the files and provides support for technical questions or in instances where the submitted material is rejected. Substantial changes must be communicated in advance. The campaign will only go live if all required material is submitted on time.

### Consent and non-consent users

Campaigns are delivered to both consent and non-consent users. View the [delivery specifications digital](#) for more information about what this means for the delivery of the material.

### Changing material

You may not modify any material, whether direct or hosted by third parties (fixed tag), without Ad Alliance's approval. This applies to all forms of modifications to the supplied material.

### Material hosted by third parties

The advertiser is responsible for the availability and performance of material hosted by third parties. Ad Alliance is not liable for delays or errors in the campaign due to problems with this material. In the event of technical issues with the hosted content, Ad Alliance may suspend the campaign until the issues are resolved.

### Maximum number of creations

The maximum number of different creatives per campaign is 4 unless otherwise agreed.

### Regulations

All Ads must comply with the rules of the Advertising Code Committee and other applicable laws and

regulations. This includes using required icons and mentions such as Nix18, Kijkwijzer and PEGI, depending on the content of the ad. This applies to various types of ads, including those for alcohol, medical products, movie trailers, promos, and games.

### **Inspection and responsibility**

Ad Alliance is entitled to inspect and refuse material. The advertiser remains responsible for the material.

### **Refusal by partners**

Expressions can be refused on the basis of the policy of Ad Alliance and/or its partners.

## **6. Campaign reporting**

### **Performance indicators**

The effectiveness of the campaigns is measured by performance indicators such as impressions, Click-Through Rate (CTR), View-Through Rate (VTR). No CTR will be available for Large Screen (CTV), ATV and SAVOD deployments.

### **Reporting**

Ad Alliance provides a final report on the performance of the campaigns, based on the measurement results of the ad management systems used. This final report will be delivered within 10 working days after the end of the campaign. Periodic reports can be provided in consultation, but deviating report requests can be rejected.

### **Advertiser responsibility**

The advertiser is responsible for the content of the advertisements and must comply with all applicable laws and regulations, including the Advertising Code for Erotic Content.

## **7. Joint Advertising**

Joint Advertising is a form of advertising in which two advertisers jointly promote their products or services in one expression, with a main advertiser (more dominant) and a secondary advertiser (less dominant).

### **Criteria**

Joint advertising occurs when:

- 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 additional advertiser, or;
- The corporate identity of the additional advertiser is prominently displayed throughout the entire advertisement, or;
- Recognizable music can be heard in the advertisement that belongs to the corporate identity of the additional advertiser.

Consent: Joint advertising is only permitted if Ad Alliance has provided written consent prior to the campaign.

### **Permission**

- Without prior written permission from Ad Alliance, it is not allowed to resell all or part of advertising space.
- If Ad Alliance determines that it is a joint advertising campaign during the duration of the campaign, the surcharge will be calculated retroactively.

- The campaign creation must be present at Ad Alliance for assessment at the same time as the application.
  - Surcharge: In the case of joint advertising, a surcharge index of 110 is calculated on the campaign CPM rate.
  - Assessment: Ad Alliance decides whether the advertisement is a joint advertisement and whether the advertiser has to pay a joint surcharge.
  - Identification: During the approval of the advertisement, it must be clear who the main advertiser is and by whom the advertising space has been requested. The distinction between main and secondary advertiser can be deduced from the degree of presence of both parties in the advertisement, the use of corporate identities and recognizable music (look and feel).
  - Contract: Joint advertising campaigns are only placed on the purchase order of the main advertiser.
  - Retailers: Retailers who advertise their product range do not pay a surcharge, provided it is clear that the retailer is requesting the advertising space and the advertisement has the look and feel of the retailer.

## 8. Additional Terms

### Remote Gambling (KOA)

Ad Alliance does not accept ads for remote gambling within the meaning of the Remote Gambling Act (KOA). This includes online casinos, sports betting, poker, and online bingo. This prohibition applies due to the legal prohibition on untargeted advertising for online gambling and applies regardless of the medium used or the targeting applied.

### Other games of chance

Ad Alliance offers a *gambling package* for other games of chance that are not covered by KOA. These are distinguished according to risk profile:

1. High-risk games of chance (advertising after 21:00):
  - Physical casinos, slot machines, sports betting
2. Other games of chance (advertising after 19:00):
  - Lotteries, instant lotteries, physical bingos.

### Targeting & responsibility:

- Ad Alliance uses demographic and contextual targeting to prevent underage impressions. Ad Alliance reserves the right to exclude websites and platforms based on user profile and availability.
- The advertiser is responsible for the content of the advertisements and must comply with all applicable laws and regulations, including the policies of the Gaming Authority, the Gambling Act and the Advertising Code
- Ad Alliance reserves the right to refuse or terminate campaigns if there is any doubt about compliance with applicable laws and regulations.

### Alcohol

1. Alcoholic beverages: Advertisements for alcoholic beverages will not be displayed before 9:00 p.m. The permillage package complies with time targeting and content restrictions, which are based on our own data to carefully approach a young target group, even after 21:00.
2. Non-alcoholic variants: Time targeting is applied here to 0.0% non-alcoholic variants of alcoholic beverages. This means that advertisements for these drinks will not be displayed before 21:00. This rule applies because 0.0% non-alcoholic variants are often associated with their alcoholic

counterparts, and therefore follow the same restrictions to avoid confusion and inappropriate exposure.

### **Unhealthy foods**

- Children's content: Promoting unhealthy foods is not allowed on content that is watched by a relatively large number of children, even on platforms that don't typically offer children's content.
- Definition: Unhealthy foods include products that do not meet the nutritional criteria as included in the Advertising Code for Foods.
- Right to exclude: Ad Alliance reserves the right to exclude websites and platforms based on the user profile.

### **Erotic Content**

- Additional Guidelines: Campaigns of erotic products are subject to additional guidelines. These campaigns can only be purchased after consultation and approval from Ad Alliance.
- Audience restrictions: Advertising for erotic products is carefully placed to ensure that it is not directed to minors. We use time targeting after 9 p.m. and apply demographic and contextual targeting to show the ads to as many appropriate audiences as possible.
- Right to exclude: Ad Alliance reserves the right to exclude websites and platforms based on the user profile and availability.

### **Medical self-care devices**

Ads for medical self-care devices must comply with the rules of the Advertising Code Committee and other laws and regulations. They must be transparent about the operation and limitations of the device by mentioning the sender, adding a transparency statement, and using icons and labels. Ad Alliance reserves the right to reject advertisers at its sole discretion.

### **Political ads**

Ads that are political in nature, including expressions by political parties, civil society organizations, or other parties that seek to influence government policy or public opinion—are subject to the *Ad Alliance Political Ads Terms*. These terms and conditions apply in addition to the present terms and conditions of purchase and can be consulted via our website [adalliance.nl](http://adalliance.nl).

## **9. Cancellations**

### **Cancellation**

- If the PO or partial cancellation occurs three business days or less before the campaign start date, Ad Alliance will charge a 100% cancellation fee on the cancelled impressions.
- If an advertiser cancels or partially cancels more than three working days before the start date of the campaign, Ad Alliance is entitled to charge a 25% cancellation fee on the part of the booked impressions that has not been performed:
- The cancellation fee will be increased by 21% VAT.

### **Specific situations**

Reduction of the budget due to, for example, a shift to another month outside the agreed term, a shift to a different advertiser than stated on the PO, a reduction in the duration of the campaign, or technical problems, etc., are considered a cancellation and are subject to the above cancellation policy.

## 10. Invoicing

### Transmission and underdelivery of impressions

If more impressions are delivered than agreed after the campaign has ended, they will not be charged. Only the agreed and actually delivered impressions will be invoiced.

In the event of fewer impressions delivered than agreed, only the impressions actually delivered will be invoiced.

### Measurements

The impressions delivered are determined based on the measurement results from the ad management systems used by Ad Alliance. The results from these systems are leading.

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