



# Digital Purchasing Conditions 2024



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# 1. General terms

- The purchasing system for online video is based on CPM rates and various control options. These can be found on the Ad Alliance B.V. (hereinafter Ad Alliance) rate card <https://adalliance.nl/inkoopinformatie/ratecard>
- Any additional arrangements are laid down in the media contract. Purchasing takes place on the basis of the Ad Alliance rate card until the media contract is signed. No set-offs will take place in respect thereof.
- All amounts indicated are exclusive of VAT.
- Ad Alliance has the right to change the rate card at all times.

# 2. Online video

## Requests

- Campaign requests must contain the following information: advertiser, product, period, and budget.
- The campaign request is converted into a Purchase Order (PO), after signing by the client/media agency, it will be processed.
- When processing campaigns, Ad Alliance has a hierarchy based on package and commitment.
- No guarantee is given on delivery.

## Spot length

- The minimum length of a material is 5 seconds.
- The maximum length of a material is a total of 30 seconds. Only upon request and agreement of Ad Alliance, a longer spot length is possible.
- Multiple spots cannot be used.

## Technical targeting

- Campaigns are delivered in the Netherlands, Flanders, and border regions in Germany.

## Invoicing

- After the campaign, overscores will not be charged.
- The requested budget is the maximum. Only delivered impressions will be invoiced.
- The delivered impressions are determined based on the measurement results from the ad management systems used by Ad Alliance. If there are measurement differences (between the advertiser and Ad Alliance) higher than 10%, both parties will discuss.
- Results from the ad management systems used by Ad Alliance are leading.

### 3. Delivery of material

- Material must be delivered in accordance with technical specifications (both consent and non-consent).\*
- The campaign will not go live if any required material is missing.
- For the possibilities for measuring through a client ID or via pixels, please refer to technical specifications.\*
- Material must comply with the rules set by the Advertising Code Commission.
- Material must have the required icons and notifications, as applicable for alcohol, medical products, filmtrailers, promos, and games (Nix18, Kijkwijzer, PEGI, etc). Also see the RCC: [www.reclamecode.nl/nrc\\_taxonomy/bijzondere-reclamecodes](http://www.reclamecode.nl/nrc_taxonomy/bijzondere-reclamecodes)
- Material must be sent at least 3 working days before the start of a campaign to [connect@adalliance.nl](mailto:connect@adalliance.nl). In case of substantial changes to the content behind a VAST tag, this should be communicated in advance by email (e.g. spot length, product, advertiser).
- Ad Alliance is entitled to check and refuse material.
- The advertiser remains responsible for the material at all times.
- Maximum number of videos (in the case of direct material) per campaign is 4.

\* [https://adalliance.nl/wp-content/uploads/v2\\_AA\\_Aanleverspecificaties-Online-ENG.pdf](https://adalliance.nl/wp-content/uploads/v2_AA_Aanleverspecificaties-Online-ENG.pdf)

## 4. Other conditions

- Alcohol advertisers are not allowed to advertise before 9:00 p.m.
- Campaigns for food or (non)alcoholic beverages targeting children or in kids content are not allowed. Ad Alliance determines what falls under kids content.
- Competing brands of Ad Alliance and its partners are only allowed to advertise on the Ad Alliance portfolio after consultation and approval (including material) from Ad Alliance.
- During the year, we may introduce additional conditions due to the introduction/removal or change of products and technologies.
- The General Conditions of Sale of Advertising Space and Brand Partnership Ad Alliance (<https://adalliance.nl/inkoopinformatie/algemene-voorwaarden-nlen/>), the purchasing conditions (TV and Online) (<https://adalliance.nl/inkoopinformatie/tvinkoopvoorwaarden-en-specificaties-nlen/>), the Rules and Guidelines for Billboards and Break bumpers (<https://adalliance.nl/inkoopinformatie/spelregels-enrichtlijnenvoorbillboards-en-breakbumpers-nlen/>), the Processing Conditions (<https://adalliance.nl/inkoopinformatie/verwerkersvoorwaarden-mediabureaus/>) and other conditions and specifications concerning the Broadcasters and Digital platforms, as published on [adalliance.nl/inkoopinformatie/](https://adalliance.nl/inkoopinformatie/) (in order to avoid any misunderstandings including all documents to be found under the heading “Purchasing information”), apply.
- Additional guidelines apply to campaigns for products of an erotic nature (see [www.adalliance.nl/inkoopinformatie/rtl-adalliance-homeshopping-en-erotisch](https://www.adalliance.nl/inkoopinformatie/rtl-adalliance-homeshopping-en-erotisch)) and these may only be purchased following consultation with and approval by Ad Alliance.
- The advertiser accepts that in case of Real Time Bidding the campaign is placed around the existing content and that Ad Alliance is unable to influence any undesirable relationship or conflict between the content and the campaign.

## 5. Cancellations

- In the event an advertiser cancels a campaign other than on the basis of article 4, Ad Alliance will have the right to charge 4% in cancellation fees in respect of the undelivered part of the impressions of the campaign.
- In the event Ad Alliance is unable to fully deliver the requested budget, only the delivered budget will be invoiced.
- The part of the budget that was not delivered will not be considered to constitute a cancellation in case of an emergency or legislative amendment (other than with respect to a legislative amendment concerning Online Gambling).
- Ad Alliance reserves the right to remove a site or app from a campaign without notification (maintenance, cancellations etc.).