

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)

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 Outstream Video €7.50 CPM

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.