

Billboarding

Would you like to grab the viewer's attention within a few seconds and immediately piggyback on a successful programme? With Billboarding, we can make this happen for you. Billboards are short sponsor mentions before or after a programme, giving this product a high attention value while also being cost-efficient. It's highly suitable for many objectives, from boosting brand awareness to introducing a new project or increasing sales.

The various Billboarding purchasing options are listed in the table below. A Premium Package or a Steering GRP Package enables you to choose the content that best suits your campaign. When purchasing a Target Audience Package, we select appropriate channels to reach your target audience. All our Billboard Packages (except the Premium Package) are subject to TV Spot's commercial policy. The rate calculation can be found on the front of the TV Spot purchasing system diagram.

CONTENT*	RATE/PRODUCT INDEX	MIN. DURATION/GRPS	PLANNING
Billboard Premium Package	Fixed rate for the agreed number of billboards	Minimum duration 1 week	Claim well-known, familiar titles such as Expeditie Robinson, Married At First Sight, Beau, RTL Weer, RTL Boulevard, Het Perfecte Plaatje Op Reis, Oh, Wat Een Jaar! and Holland's Got Talent (we add popular programmes to the offer every month)
Billboard Steering GRP Package	89	15	Content-based steering on at least 3 RTL full audit channels (except RTL Crime and RTL Lounge), The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)

TARGET AUDIENCE/THEME**	PRODUCT INDEX	MIN. GRPS	PLANNING
Billboard Target Audience Package Plus	81	10	All RTL full audit channels (except RTL Crime and RTL Lounge) and a selection of the appropriate full audit channels of The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)
Billboard Target Audience Package	62	10	A selection of appropriate full audit channels of The Walt Disney Company, Paramount and Warner Bros. Discovery (excl. Eurosport)
RTL Z Billboard Package	66	5	RTL Z

* The Billboard Premium Package and the Billboard Steering GRP package are subject to the minimum content base price (€642.00).

** The Billboard Premium Package and the RTL Z Billboard Package are subject to the minimum content base price (€578.00).

Surcharges for Billboard Target Audience Packages (Plus)

- » Steering based on time slot (19:00-26:00 or 21:00-26:00): **10%**.
- » Surcharge per excluded programme or channel: **5%**

Kids

We reach many Dutch kids of all ages with our adventurous, entertaining brands including Disney Channel, Disney XD, Nickelodeon, Nick Jr., Nick Toons and RTL Telekids. This extensive portfolio of strong brands and a great deal of knowledge about the target audience means Ad Alliance is the trusted partner for responsible communication with kids. Want to know more about the purchasing options? Go to adalliance.nl for the comprehensive kids rate card or get in touch with your Ad Alliance contact person.

