

Display

Our extensive Display network allows us to reach millions of people per month and you boost your brand awareness and/or web traffic in a brand-safe way. We have various products in our portfolio, from a standard format to an effective Autonative that we develop ourselves.

The various websites in our network are divided into different themes and interests. The themes in our theme packages are based on the content of a website or app. Interest, on the other hand, is based on

the user's interests and preferences. Depending on the objective, both methods are effective in reaching the right target audience. Below are a few examples of our theme and interest packages.

To increase the effectiveness of your display campaign, we offer supplemental targeting based on location, time, device and target audience at an index of 115. Find more information about the formats and delivery specifications on adalliance.nl.

Examples of theme packages



Examples of interest packages



CPM rates

DISPLAY	IAB FORMATS			AD ALLIANCE SPECIALS		
	IAB SMALL Rectangle, Leaderboard	IAB LARGE Billboard, Half page Ad	IAB RICHMEDIA Super Header, Billboard + Skins	NATIVE Autonative, Content Widget	VIDEO Outstream, OVX Header	RICHMEDIA Transformer, Mobile Takeover
Run of Network (RON)	€6.00	€10.00	€14.00	€12.00	€12.00	€14.00
Theme	€6.90	€11.50	€16.10	€13.80	€13.80	€16.10
Interest	€6.90	€11.50	€16.10	€13.80	€13.80	€16.10

