

Ratecard '24

Ad Alliance is the largest media alliance in the Netherlands, thanks to the collaborations with our partners. We reach 98% of all Dutch people every week with all our TV channels, digital platforms and influencers. By offering personal attention and just that little bit extra, we come up with tailor-made media solutions for every objective, target audience, brand and story. Working together on innovating and pioneering is central to this. Because we achieve the best results together. It all adds up.

TV Spot

With all the TV channels in our network, we reach millions of Dutch people every day. Do you want mass coverage or do you want to reach a specific target audience? We offer products for every target audience and for every budget.

When purchasing Ad broadcasting time, we agree on two net basic prices per GRP in the media contract: a content and a time slot base price. The content base price applies to specific purchasing formats and Sturing Vast (Fixed Steering). The time slot base price is intended for time slot, target audience and theme packages. The months have their own monthly index and our various purchasing options have their own product index. The type of purchase you choose determines the hierarchy of the classification. We agree on the target audience indices in the media contract. To maintain a good balance between supply and demand, we publish a monthly market index for each product on our site.



Market indices

Market indices are published monthly on adalliance.nl and can range from 85 to 120 per product, with a maximum annual average of 115 per product.

Monthly indices Spot and Billboarding

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
114	109	109	155	179	159	116	120	198	196	169	176

Spot length indices

SPOT LENGTH	INDEX
5 sec	40
10 sec	50
15 sec	60
20 sec	75
25 sec	85
30 sec	100
35 sec	115
40 sec	130
45 sec	145
50 sec	160
55 sec	170
60 sec	180
> 60 sec	on request

Preferred positions

POSITION	SURCHARGE
1 st position	30%
2 nd position	15%
Penultimate position	10%
Last Position	12.5%

TV Spot products

CONTENT	STEERING	PRODUCT INDEX*	PLANNING	MIN. GRPS
Specific Fixed Budget	Based on selective block selection (150%)	RTL 4: 148 / RTL 5: 130 / RTL 7: 145 / RTL 8: 120 / ESPN, Eurosport, Ziggo Sport: 125 / other full audit channels: 117	Per channel	15
Specific GRP	Based on selective block selection (150%)	RTL 4: 145 / RTL 5: 127 / RTL 7: 142 / RTL 8: 117 / ESPN, Eurosport, Ziggo Sport: 122 / other full audit channels: 114	Per channel	n/a
Steering Fixed	Based on selective block selection (200%)	130	Minimum of 4 channels	15
TIME SLOT	STEERING	PRODUCT INDEX	PLANNING	MIN. GRPS
Top Time Package**	19:30 - 23:00 RTL 4: 18:00 - 24:00	120	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Early & Late Time Package	16:30 - 20:00 & 22:30 - 26:00	106	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Daytime Package	06:00 - 18:00	90	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5
Night-time Package	24:00 - 06:00	78	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5
TARGET AUDIENCE	STEERING***	PRODUCT INDEX	PLANNING	MIN. GRPS
Target Audience Package Plus	02:00 - 26:00 except RTL 4 and RTL 5 18:00 - 24:00	90	RTL 4, 5 and a selection of appropriate full audit channels	15
Target Audience Package	02:00 - 26:00	82	A selection of appropriate thematic full audit and light channels	15
Target Audience Package Light	02:00 - 26:00	64	A selection of appropriate light channels	3

* For specific purchases, an additional discount of two index points applies to the target audience index when purchasing for the channel's core target audience.

** The Top Time Package budget can be up to 30% of the campaign budget.

*** Steering based on time slots 19:00 - 26:00, 18:00 - 24:00 and 21:00 - 26:00 possible at a 10% surcharge.

THEME/OTHER	STEERING	PRODUCT INDEX	PLANNING	MIN. GRPS
Sports Package	Men aged 25-54	120	Sports programmes on RTL 7, Eurosport, ESPN and Ziggo Sport	5
RTL Z & News Package	All target audiences	113	RTL Z and RTL News broadcasts on RTL 4	5
RTL Z Package	All target audiences	93	RTL Z	5
Permillage Package*	21:00 - 26:00	120	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
Gambling Package*	19:00 - 26:00 or 21:00 - 26:00	120	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15

* These time slot packages have been specially compiled for products that are subject to legal time slot restrictions. Advertisers with time slot-restricted products can only use these time slot packages in addition to our Content and Target Audience packages.

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.




Content partnerships

We offer various possibilities for entering into a content partnership that will ensure your target audience, brand or product stands out and is remembered in a natural, effective way. This could include a collaboration with our influencers, brand integration with popular content, using brand licensing to hitch your wagon to strong formats or the use of branded promos.

Want to know more about the possibilities for increasing your brand preference or brand awareness in a distinctive way? Below is a selection of the content partnership possibilities. For more information, get in touch with your Ad Alliance contact.

A wide range of possibilities:

IN-PROGRAMME INTEGRATION	BILLBOARDS	BREAK BUMPERS	SPOT	TAILOR-MADE CONTENT
INFLUENCER COLLABORATIONS	ONLINE VIDEO		BRANDED PROMOS	BRANDED ARTICLES
SPECIAL ADVERTISING	BRANDED POSTS & STORIES	DISPLAY	BRAND LICENSING	PODCAST ADVERTISING

Special advertising

Looking for an impactful way to reach your target audience? By using Special Advertising, your brand is creatively woven into the content or design of the TV channel. Due to its high attention value, this form of advertising has a major impact on brand recall and brand awareness. Viewers also see it as striking and relatable. Interested? We offer the following products:

PRODUCTS	PRODUCT INDEX
Ident Ad	RTL 4: 173, RTL 5: 162, RTL 7: 173, RTL 8: 159, RTL Z: 162
Block closer	RTL 4: 173, RTL 5: 162, RTL 7: 173, RTL 8: 159, RTL Z: 162
Frame split	RTL: 176
Content split	RTL: 183
Commercial Scribe	RTL: 194

For Special Advertising, the minimum basic annual price of €642.00 applies.





Addressable TV

Addressable TV brings together the best of TV and digital: the mass reach of linear TV and the targeting possibilities of digital. Addressable TV makes it possible to replace commercials in regular ad breaks with commercials that are aimed at a specific target audience, for example based on behaviour, interest or region. Adapting the commercial to these specific target audiences increases the relevance for both the viewer and the advertiser. Addressable TV is an innovation that we at Ad Alliance have recently been working hard on together with VodafoneZiggo and RTL. Technically, we are ready for it!

We'll be happy to share the wide range of possibilities offered by Addressable TV with you as soon as the measurements of the National Media Research (NMO) are ready for this innovation and the overwritten commercials are properly corrected. Until then, Team Early, our innovation team, is offering an initial introduction to Addressable TV through a test campaign that does not require NMO correction.

Want to know more about our options relating to Addressable TV? Please get in touch with your contact person at Ad Alliance.



Online Video

With its broad range of digital titles and platforms, Ad Alliance is the largest online video network in the Netherlands. High-quality content in a brand-safe environment is key to this and with a weekly reach of 63% of all Dutch people, it's practically impossible to ignore. A selection of the titles included in our network is shown below.

We offer Instream Video, Bumper Ads and Outstream Video, which can be purchased in various ways. When purchasing our packages, the requested volume is used at a fixed CPM.

You can purchase these packages through our digital team (Managed Services) or through a DSP (Programmatic Direct). The chosen package determines the hierarchy, with the more expensive packages offering higher delivery priority. The Private Market Place (PMP) allows you to select the impressions you want to bid on, which can be done from a floor price.

Want to know more about our Online Video Network? Get in touch with your contact person or go to adalliance.nl.

Managed and Programmatic Direct purchasing options

PACKAGE	CONTENT	CPM		
		INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Videoland	Videoland Basis and TV Gemist	€37.50	€25.00	n/a
Streaming TV	Videoland Basis, TV Gemist, Rakuten, XITE, Warner Bros. Discovery, The Walt Disney Company, Paramount, Ziggo Sport and RTL.nl*	€32.00	€20.00	n/a
Ad Alliance Network**	Ad Alliance portfolio excl. Videoland Basis	€22.50	€13.50	€12.00
Ad Alliance YouTube	Influencer and broadcast content on YouTube	€18.00***	€12.00	n/a

With our packages, your campaign will be delivered to consent and non-consent users. This means that the commercial must be delivered with two different specifications. More information can be found on adalliance.nl.

* This offer is subject to change.

** Exclusion of up to 1 publisher is possible at an index of 125. This index automatically applies to spot lengths >20", due to the exclusion of YouTube.

*** Max. 20". Skippable video max. 180", rate on request.

Purchasing options Private Market Place

PURCHASE OPTION	FLOOR PRICE CPM		
	INSTREAM VIDEO	BUMPER AD	OUTSTREAM
Private Market Place*	€22.50	€13.50	€7.50

* Purchasing is not possible on Videoland and YouTube.

Advertising on the big screen

Video content that is watched on the big screen has extra impact. It reaches a larger audience because people often view the content together and more emotional impact is created.

Interested in showing your brand on the big screen? Targeting on this is possible at a steering index of 125. You can also advertise on other devices such as mobile phones, tablets and PCs.

The high-impact Pause Ad

Want to claim the ultimate break moment with long form content? Then consider the Pause Ad! This unique form of advertising is shown when the content is temporarily paused by the viewer. Due to the optimal focus, this product has a high attention value.

The Pause Ad can be purchased for €20.00 CPM. It is also possible to steer based on programme.

videoland.



RTL

rtlnieuws



COMEDY CENTRAL

we are **era**

XITE

ZIGGO SPORT



Rakuten

EUROSPORT

ESPN

24Kitchen

Fremantle

libelle



Het Parool



Steering

SITE OR PROGRAMME	INDEX
Videoland	125 - based on Videoland
Other	125 - based on Ad Alliance Network

CAPPING	INDEX
CAP < 5	115

SPOT LENGTH	INDEX
21-30"	125
> 30"	On request

TECHNICAL STEERING	INDEX
Device	125
Geo*	125
Time	125
Preferred position	150

* For our packages, we apply geo targeting by default where possible. This includes the Netherlands and the border areas. Border regions can be excluded free of charge on request.

Demographic targeting options

Demographic targeting focuses your video campaign on a specific audience. First-party data and contextual models play an important role in the composition of these targeting options. Below are some examples of our target groups. Go to adalliance.nl for more information.

25-54 (index 115)	M 25-54 (index 115)	F 25-54 (index 115)	18-34 (index 115)	13-24* (index 115)
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* Can only be purchased with the Ad Alliance YouTube package.

Theme packages

These packages allow you to choose a specific theme. Your campaign will be delivered across all our platforms with content based on that theme. Below is a selection of our packages. If you are interested in a different theme, please get in touch with your contact person.

Examples of theme packages

THEME*	EXAMPLES OF THE CONTENT	INSTREAM CPM
News	RTL News, AD.nl and NU.nl	€22.50
Sports	ESPN, Ziggo Sport, Eurosport, sports content Videoland, sports content AD.nl	€32.00

* The theme packages cannot be purchased in combination with demographic targeting.

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



Leuke Recepten

damespraatjes

HP/DE TIJD

RTLnieuws



SMAAKtheNite

Viendin



mediacourant



FILMTOTAAL

ALLY

ALLY is your creative-strategic ally and the team of strategists, designers and project managers that will make your campaign truly unforgettable. We take care of the entire process – from A(LLY) to Z.

Based on your brief, ALLY develops the most appropriate campaign and/or content strategy, comes up with the creative concept, creates an effective media plan and chooses the most efficient production solution. Project management then executes the entire campaign while keeping a keen eye on the detail. You will be closely involved in every important step in the process, so you can feel confident about leaving your campaign

to Ad Alliance. Pioneering and innovating are key core values for Ad Alliance. ALLY closely follows the latest developments in (generative) Artificial Intelligence and cleverly applies the technology to increase creative power within the concept and production process. Examples of this include efficient, tailor-made (billboard) productions or the generation of high-quality campaign visuals.

Interested in what ALLY can do for you? Or would you like to discuss the possibilities? Please get in touch with your contact person at Ad Alliance.

