

# 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](http://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 <sup>st</sup> position	30%
2 <sup>nd</sup> position	15%
Penultimate position	10%
Last Position	12.5%

# TV Spot products

CONTENT	STEERING	PRODUCT INDEX*	PLANNING	MIN. GRPS
<b>Specific Fixed Budget</b>	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
<b>Specific GRP</b>	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
<b>Steering Fixed</b>	Based on selective block selection (200%)	130	Minimum of 4 channels	15
TIME SLOT	STEERING	PRODUCT INDEX	PLANNING	MIN. GRPS
<b>Top Time Package**</b>	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
<b>Early &amp; Late Time Package</b>	16:30 - 20:00 & 22:30 - 26:00	106	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
<b>Daytime Package</b>	06:00 - 18:00	90	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	5
<b>Night-time Package</b>	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
<b>Target Audience Package Plus</b>	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
<b>Target Audience Package</b>	02:00 - 26:00	82	A selection of appropriate thematic full audit and light channels	15
<b>Target Audience Package Light</b>	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
<b>Sports Package</b>	Men aged 25-54	120	Sports programmes on RTL 7, Eurosport, ESPN and Ziggo Sport	5
<b>RTL Z &amp; News Package</b>	All target audiences	113	RTL Z and RTL News broadcasts on RTL 4	5
<b>RTL Z Package</b>	All target audiences	93	RTL Z	5
<b>Permillage Package*</b>	21:00 - 26:00	120	RTL 4, 5, 7, 8, Z and a selection of appropriate full audit channels	15
<b>Gambling Package*</b>	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.