RTL Netherlands has developed from a television company into an all-round media and entertainment organisation. Our television channels and online platforms reach every target group, and the synergy of television, digital and live entertainment makes for an attractive and complete selling point, at any time and in any setting. This also allows us to exploit the strength of our own brand to reinforce other brands.

NEW: THE MEDIA CONTRACT
This year, we are launching our media contract, which we have called the one-stop-shopping formula. We have reorganised our sales apparatus to allow us to make separate contracts for each discipline, and separate points of contact, a thing of the past. The complete package is designed to build strong partnerships, and to reward advertisers for reaching a comprehensive working agreement with us. Because we have a presence on all the different platforms, we can fulfil every single one of your communication objectives.

This guide shows you all the possible purchasing options for advertising spots and digital products. Our planners and account managers will be happy to talk you through these. You will find a list of people to contact attached to this guide.
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ADVERTISING DURING COMMERCIAL BREAKS
Millions of viewers tune in to RTL's channels every day for the latest news, entertainment and sport. Television is therefore the perfect medium for boosting brand awareness, improving brand image, stimulating sales and launching products. Your brand simply cannot afford to miss out on the huge reach and impact offered by an advertising campaign on RTL 4, RTL 5, RTL 7, RTL 8 or the digital channels RTL Lounge, RTL Crime and RTL Televizion. You can also select a special advertising package to make your advertisement stand out even more. As well as advertising during commercial breaks, billboard advertising is also an option. We would be pleased to discuss your wishes and objectives with you in order to achieve the best possible result.

PURCHASING SPOT BROADCAST TIME ON RTL CHANNELS
Our purchasing options guarantee diversity and competitive pricing. The flexible purchasing options allow you to combine all the products on offer and to choose your own level of control. You can purchase our broadcast time at various levels: programme, theme and time-slot. The purchasing system works like this: in your company contract, we agree a net basic price for each GRP based on a 30-second commercial. The price for all audiences is determined using the target group index. To calculate the net basic monthly price, the basic price is multiplied by the monthly index. You can choose from a range of purchasing options, each with their own product index compared to the net basic monthly price. This product index determines the schedule hierarchy. In order to strike the right balance between supply and demand, we release a market index (90-110) every month, and we are able to adjust the product index by a value of between minus three and plus three. Adjustments to the product index are specifically intended to enable us to always meet demand, and we guarantee that over the course of a whole year these price adjustments will remain price neutral and will not result in an overall increase or decrease.

MONTHLY INDEX
The following monthly indexes apply for 2013.

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>61</td>
<td>75</td>
<td>90</td>
<td>111</td>
<td>132</td>
<td>120</td>
<td>81</td>
<td>79</td>
<td>127</td>
<td>132</td>
<td>130</td>
<td>110</td>
</tr>
</tbody>
</table>
## TARGET GROUP INDEX

The RTL channels are clearly positioned and complement each other perfectly. Family channel RTL 4 is targeted towards shoppers between 20-49 years of age, RTL 5 targets the 20-34 audience, RTL 7 focuses on men between the ages of 20-49, RTL 8 and RTL Lounge concentrate on women between 20-49, RTL Crime’s core audience is the 20-49 target group and RTL Telekids is aimed at the 3-8 years age group.

The following target audience indexes apply for 2013. If you purchase special advertising, specific fixed budget or specific GRP (see programming packages on page 11) for the channel’s core group, then the target group index is 2 points lower:

<table>
<thead>
<tr>
<th>TARGET GROUP</th>
<th>TARGET GROUP INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-49 years</td>
<td>102</td>
</tr>
<tr>
<td>Shoppers 20-49 years</td>
<td>93</td>
</tr>
<tr>
<td>Shoppers with 1 or more children</td>
<td>91</td>
</tr>
<tr>
<td>20-34 years</td>
<td>905</td>
</tr>
<tr>
<td>35-49 years</td>
<td>97</td>
</tr>
</tbody>
</table>

## SPOT LENGTH INDEX

The net basic price in the company contract is based on a spot length of 30 seconds. We use the indexing shown below for commercials with a different spot length. There is an index correction for all multiple spots (basic spot plus reminders). The spot lengths of the basic spot and reminders are added together and this total spot length is charged. The index correction for a triple or quadruple spot involves a surcharge of 5% and 10% of the net GRP rate.

<table>
<thead>
<tr>
<th>SPOT LENGTH (IN SECONDS)</th>
<th>SPOT LENGTH INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>40</td>
</tr>
<tr>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>15</td>
<td>60</td>
</tr>
<tr>
<td>20</td>
<td>75</td>
</tr>
<tr>
<td>25</td>
<td>85</td>
</tr>
<tr>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>35</td>
<td>115</td>
</tr>
<tr>
<td>40</td>
<td>130</td>
</tr>
<tr>
<td>45</td>
<td>145</td>
</tr>
<tr>
<td>50</td>
<td>160</td>
</tr>
<tr>
<td>65</td>
<td>170</td>
</tr>
<tr>
<td>60</td>
<td>180</td>
</tr>
</tbody>
</table>

Spot length > 60 seconds, spot-length index proportional to 60-second spot.
<table>
<thead>
<tr>
<th>Programming</th>
<th>Break Selection</th>
<th>Product Index</th>
<th>Fixed Timetable</th>
<th>Schedule</th>
<th>Break Optimisation****</th>
<th>Fixed Budget at Campaign Level</th>
<th>Minimum Number of GRPS</th>
<th>Minimum Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Fixed Budget</td>
<td>Based on selective break selection (150%)</td>
<td>RTL 4 &amp; RTL 5: 125 RTL 7 &amp; RTL 8: 123</td>
<td>Yes</td>
<td>By channel</td>
<td>Yes</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>15</td>
<td>7 days</td>
</tr>
<tr>
<td>Specific GRP</td>
<td>Based on selective break selection (150%)</td>
<td>RTL 4 &amp; RTL 5: 122 RTL 7 &amp; RTL 8: 120</td>
<td>Yes</td>
<td>By channel</td>
<td>Yes</td>
<td>No, charged for GRPs achieved</td>
<td>Not applicable</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Fixed Control Package</td>
<td>Based on selective break selection (100%)</td>
<td></td>
<td>Yes, can be moved for specific purchasing</td>
<td>At least 3 RTL channels</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>15</td>
<td>7 days</td>
</tr>
<tr>
<td>Time Slot</td>
<td>Time Slot Control</td>
<td>Product Index</td>
<td>Fixed Timetable</td>
<td>Schedule</td>
<td>Break Optimisation****</td>
<td>Fixed Budget at Campaign Level</td>
<td>Minimum Number of GRPS</td>
<td>Minimum Duration</td>
</tr>
<tr>
<td>Top Time Package*</td>
<td>7.30 p.m. to 11.00 p.m.</td>
<td>114</td>
<td>No</td>
<td>RTL 4, 5, 7, 8</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>15</td>
<td>7 days</td>
</tr>
<tr>
<td>Top Time &amp; RTL XL Package*</td>
<td>7.30 p.m. to 11.00 p.m. RTL XL: ROC</td>
<td>112</td>
<td>No</td>
<td>3 RTL channels of your choice &amp; RTL XL</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>12</td>
<td>7 days</td>
</tr>
<tr>
<td>Early &amp; Late Time Package</td>
<td>4.30 p.m. to 8.00 p.m. &amp; 10.30 p.m. to 12.30 a.m.</td>
<td>98</td>
<td>No</td>
<td>RTL 4, 5, 7, 8</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>15</td>
<td>7 days</td>
</tr>
<tr>
<td>Daytime Package</td>
<td>6.30 a.m. to 6.00 p.m.</td>
<td>7792</td>
<td>No</td>
<td>Combination of RTL 4, 5, 7, 8 depends on target group</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>5</td>
<td>7 days</td>
</tr>
<tr>
<td>Daytime Plus Package</td>
<td>RTL 4, 5, 7, 8: 6.30 a.m. to 6.00 p.m. RTL Crime &amp; RTL Lounge: whole time-slot</td>
<td>7590</td>
<td>No</td>
<td>Combination of RTL 4, 5, 7, 8, depends on target group</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>5</td>
<td>7 days</td>
</tr>
<tr>
<td>Night Time Package</td>
<td>Midnight to 2.00 a.m.</td>
<td>74</td>
<td>No</td>
<td>RTL 4, 5, 7, 8</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>5</td>
<td>7 days</td>
</tr>
<tr>
<td>Alcohol-Advertising Package</td>
<td>9.00 p.m. to 12.30 a.m.</td>
<td>108</td>
<td>No</td>
<td>RTL 4, 5, 7, 8</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>15</td>
<td>7 days</td>
</tr>
<tr>
<td>Theme</td>
<td>Control</td>
<td>Product Index</td>
<td>Fixed Timetable</td>
<td>Schedule</td>
<td>Break Optimisation****</td>
<td>Fixed Budget at Campaign Level</td>
<td>Minimum Number of GRPS</td>
<td>Minimum Duration</td>
</tr>
<tr>
<td>RTL Football Package**</td>
<td>Football programmes</td>
<td>115</td>
<td>No</td>
<td>RTL 7</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>10</td>
<td>7 days</td>
</tr>
<tr>
<td>RTL Z &amp; News Package**</td>
<td>RTL Z, Breakfast News (Ontbijtnieuws) &amp; RTL 4 Late News</td>
<td>79</td>
<td>No</td>
<td>RTL 4 and RTL Z</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>5</td>
<td>7 days</td>
</tr>
<tr>
<td>RTL Z GRP Package***</td>
<td>RTL Z</td>
<td>77</td>
<td>No</td>
<td>RTL Z</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>5</td>
<td>7 days</td>
</tr>
<tr>
<td>RTL Telekids Package***</td>
<td>RTL Telekids programmes Rate displayed on website</td>
<td>No</td>
<td>RTL 8 + RTL Telekids</td>
<td>No</td>
<td>Yes, over-scores and under-scores are charged to the campaign.</td>
<td>5</td>
<td>7 days</td>
<td></td>
</tr>
</tbody>
</table>

The product index can be adjusted by a minimum of minus 3 index points and a maximum of plus 3 index points on the publication date of that particular month.

* A maximum of 30% of the campaign budget may be used for a Top Time or a Top Time & RTL XL package. The total budget of Top Time package and the Top Time & RTL XL package must likewise be no more than 30% of the campaign budget.

** Can only be purchased for male target groups, B2B, and the 20-49 and 35-49 age groups.

*** Available for audiences of 3-8 years.

**** Possible through Mediaview.
PROGRAMMING PACKAGES

By choosing one of the following programming packages, you can make your own selection regarding what will best suit your campaign. The blocks must comply with a selectivity requirement for the 20-49 audience. For the 20-49 age group, a selectivity requirement applies to the channels’ core audiences. Once the campaign has been scheduled, the timetable is set and remains unchanged, with the exception of changes based on programming, product hierarchy or prognoses. In such cases, we will contact you to arrange a suitable alternative.

SELECTIVITY REQUIREMENT: 20-49 YEARS

<table>
<thead>
<tr>
<th>TARGET GROUPS</th>
<th>SELECTIVITY REQUIREMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoppers with children, F20-49, F20-34, F35-39</td>
<td>115</td>
</tr>
<tr>
<td>35-49</td>
<td>110</td>
</tr>
<tr>
<td>Shoppers 20-49</td>
<td>105</td>
</tr>
<tr>
<td>20-34</td>
<td>95</td>
</tr>
<tr>
<td>M20-49</td>
<td>90</td>
</tr>
</tbody>
</table>

SELECTIVITY REQUIREMENT: CORE TARGET GROUP

<table>
<thead>
<tr>
<th>TARGET GROUP</th>
<th>RTL 4: Shoppers 20-49</th>
<th>RTL 5: 20-34</th>
<th>RTL 7: M20-49</th>
<th>RTL 8: (F20-49)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-49</td>
<td>90</td>
<td>85</td>
<td>80</td>
<td>75</td>
</tr>
</tbody>
</table>
PURCHASING OPTIONS

SPECIFIC FIXED BUDGET
- You choose the channel yourself, as well as the commercial breaks.
- If over-scores or under-scores are expected, we will add or remove breaks in consultation with you. This is done based on our prognoses.
- For the initial schedule, a large selective block selection (150%) is needed for each channel purchased.
- Over-scores and under-scores from the various purchasing types are charged to the campaign.
- The broadcasting timetable can be optimised with Mediaview.
- If you purchase for the channel’s core target group, then the target group index is two points lower.
- Minimum number of GRPs: 15.
- Minimum duration: 7 days.
- Product index: RTL 4 & RTL 5: 125, RTL 7 & RTL 8: 123.

SPECIFIC GRP
- You choose the channel yourself, as well as the commercial breaks.
- For the initial schedule, a large selective block selection (150%) is needed for each channel purchased.
- The actual number of achieved GRPs is charged for.
- The broadcasting timetable can be optimised with Mediaview.
- If you purchase for the channel’s core target group, then the target group index is two points lower.
- Product index: RTL 4 & RTL 5: 122, RTL 7 & RTL 8: 120.

FIXED CONTROL
- You choose at least three channels, as well as the commercial breaks on these channels.
- If over-scores or under-scores are expected, we will add or remove breaks in consultation with you. This is done based on our prognoses.
- For the initial schedule, a large selective block selection (200%) is needed for each purchased channel.
- Over-scores and under-scores from the various purchasing types are charged to the campaign.
- If we have not received your block selection 4 days before the end of the sub-period, then we will add blocks ourselves following our best judgement.
- The block selection must satisfy the budget distribution across the RTL channels. The budget distribution is published monthly on adverterenbijrtl.nl.
- Continued fixed control:
  - The broadcast timetable is fixed after the initial scheduling, but may be adjusted for specifically purchased broadcasting time.
  - The broadcast timetable can not be optimised.
  - Minimum number of GRPs: 15.
  - Minimum duration: 7 days.
  - Product index: 120.

TIME-SLOT PACKAGES
Time-slot packages allow you to choose the time period in which the spots are broadcast. We arrange the schedules within this time period. With the exception of the Daytime or DayTime Plus package, the campaign is scheduled across RTL 4, RTL 5, RTL 7 and RTL 8. A channel can be excluded for a surcharge of 5% of the net GRP rate. In these types of packages, optimisation is not permitted, we can move spots, and over-scores and under-scores are charged. The minimum duration of all campaigns is 7 days.

TOP TIME PACKAGE
- Spots are scheduled between 7.30 p.m. and 11.00 p.m. and during major events or programmes.
- The major events and programmes that are part of the Top Time Package are published each month on adverterenbijrtl.nl.
- The total budget of the Top Time package and the Top Time & RTL XL package must be no more than 30% of the campaign budget.
- Minimum number of GRPs: 15.
- Product index: 84.

TOP TIME & RTL XL PACKAGE
- Spots are scheduled between 7.30 p.m. and 11.00 p.m. and during major events or programmes on three channels of your choice.
- With RTL XL, the commercial is shown on the channel with the appropriate target group. The ROC rate from the contract applies here.
- The total budget of the Top Time package and the Top Time & RTL XL package must be no more than 30% of the campaign budget.
- No multiple spots can be used as part of the RTL XL package.
- Minimum number of GRPs: 12.
- Product index: 92.
PURCHASING OPTIONS

EARLY & LATE PACKAGE
• Spots are scheduled between 4.30 p.m. and 8 p.m. and between 10.30 p.m. and 12.30 a.m.
• Minimum number of GRPS: 15.
• Product index: 98.

DAYTIME PACKAGE
• Spots are scheduled between 06.30 a.m. and 6.00 p.m. on RTL 4, RTL 5, RTL 7 and RTL 8.
• Minimum number of GRPS: 5.
• Campaigns targeted towards female audiences, shoppers and the 50+ age group are scheduled on RTL 4, RTL 5 and RTL 8 at product index 77.
• Campaigns targeted towards male audiences are scheduled with RTL 7 and RTL 2 at product index 77.
• Campaigns targeted towards other audiences are scheduled on RTL 4, RTL 5, RTL 7 and RTL 8 at product index 92.

DAYTIME PLUS PACKAGE
• Spots are scheduled between 06.30 a.m. and 6.00 p.m. on RTL 4, RTL 5, RTL 7 and RTL 8, and between 02.00 a.m. and 16.00 p.m. on the digital channels RTL Lounge and RTL Crime.
• Minimum number of GRPS: 5.
• Campaigns targeted towards female audiences, shoppers and the 50+ age group are scheduled on RTL 4, RTL 5 and RTL 8, RTL Lounge and RTL Crime at product index 75.
• Campaigns targeted towards male audiences are scheduled with RTL 7, RTL 2 and RTL Crime at product index 75.
• Campaigns targeted towards other audiences are scheduled on RTL 4, RTL 5, RTL 7, RTL 8 and the digital channels RTL Lounge and RTL Crime at product index 90.

NIGHT TIME PACKAGE
• Spots are scheduled between midnight and 2 a.m.
• Minimum number of GRPS: 5.
• Product index: 74.

ALCOHOL-ADVERTISING PACKAGE
• This package is only available for advertising alcoholic drinks.
• Spots are scheduled between 9.00 p.m. and 12.30 a.m.
• Minimum number of GRPS: 15.
• Product index: 108.

THEME PACKAGES
Do you want to position yourself alongside themes that appeal to particular target groups? This can be achieved through the following specific packages: the RTL Football package, the RTL Telekids package, the RTL Z & News package and the RTL Z GRP package. In these packages, you can also extend your campaign to websites related to this theme. For theme packages, we schedule the spots and we can move the spots around within each particular theme. The broadcast schedule can not be optimised. Over-scores and under-scores are charged to the campaign. The minimum duration of all campaigns is 7 days.

RTL FOOTBALL PACKAGE
• Spots are scheduled for football programmes such as Voetbal International, the Jupiler League and the UEFA Europa League.
• Minimum number of GRPS: 10.
• Rates are published for every quarter at adverterenbijrtl.nl.

RTL TELEKIDS PACKAGE
• Spots, targeting children from 3-8 years, are broadcast next to RTL Telekids programmes on RTL 8, and between 06.00 a.m. and 20.00 p.m. on the digital channel RTL Telekids.
• It is not possible to advertise foodstuffs in this package.
• Minimum number of GRPS: 5.
• Rates are published for every quarter at adverterenbijrtl.nl.
PURCHASING OPTIONS

RTL 2 & NEWS PACKAGE
- Spots are broadcast during RTL 2 programmes and the morning/late news on RTL 4.
- Minimum number of GRPS: 5.

RTL 2 GRP PACKAGE
- Spots are broadcast during RTL 2 programmes.
- Minimum number of GRPS: 5.

ENTRY RATES
New advertisers who do not yet have a company contract can take advantage of very good entry rates. You can purchase our range of products and audiences at the entry rates shown below. These net basic prices apply to a 30-second commercial.

<table>
<thead>
<tr>
<th>BUDGET</th>
<th>ENTRY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 0 - € 100.000</td>
<td>€ 1540</td>
</tr>
<tr>
<td>€ 100.000 - € 250.000</td>
<td>€ 1,415</td>
</tr>
<tr>
<td>€ 250.000 - € 500.000</td>
<td>€ 1,320</td>
</tr>
<tr>
<td>€ 500.000+</td>
<td>€ 1,250</td>
</tr>
</tbody>
</table>

EXAMPLE RATE
A customer has a net basic price of € 1,000. This customer wants to purchase a Top Time package for the Shoppers aged 20-49 target group in March for a 20-second commercial. The market index for March is set at 100.

CALCULATION:
Net basic price (€ 1,000) x shoppers aged 20-49 group index (93) x seasonal index for March (90) x Top Time package product index (114) x market index for March (100) x 20-second spot index (75) = net GRP rate of Top Time package for March (€ 715.64).
PREFERRED POSITIONS
Preferred positions increase the effectiveness of an advertising campaign. In the company contract, agreements can be made for preferred positions during commercial breaks. The following surcharges apply. The value of preferred positions is based on the GRPs achieved.

**PREFERRED POSITION**  | **SURCHARGE ON TOP OF NET GRP RATE**
--- | ---
First position | 25%
Second position | 15%

**BEST SPOT**
Best spots guarantee you first or last position in the commercial break block of your choice. Best spots can only be purchased in combination with Specific Fixed Budget or Specific GRP. Surcharges on the net GRP rate: first position: 25%, final position: 12.5%.

CHARGING BY FLIGHT
If you buy different flights for one campaign, they are not charged within the campaign. If you opt for charging by flight, then the duration of the flight must be longer than a month. Within this flight, the GRPs achieved in each other month are then offset against each other. If you want to use multiple flights during one month that are not charged, then you can purchase them as Specific GRP.

LOCAL AD INSERTION
With local ad insertion, you can differentiate the adverts according to the region in which they are shown. We recognise a number of regions and you can define your communication areas yourself. Regional segmentation allows you to optimise the reach of the campaign, allowing you, for example, to generate leads for regional branches.
BILLBOARDING & SPECIAL ADVERTISING

BILLBOARDING: ADVERTISING WITH IMPACT
Billboarding is a proven method of advertising that enables you to increase brand awareness by creating a relevant link between the programme and the brand. Billboarding allows you to place your product or service at the centre of your target groups daily experience. You benefit from the connection that has been created with viewers, the context, the popularity and the image of a programme. The cost of billboarding and break bumpers are relatively low, yet they rapidly increase the reach of your campaign. Up-to-date advertising options and rates can be found at adverterenbijrtl.nl.

INCREASE YOUR REACH WITH MOVING BILLBOARDS
The moving billboard is a type of advertisement that allows you to tell a mini-story using multiple billboards. This method enables a wide variety of creative options to create a storyline within a programme. A distinctive start, middle and end billboard will make your commercial stand out even more.

SPECIAL ADVERTISING: STRIKINGLY EFFECTIVE!
The special-advertising option enables you to weave your commercial into the image and design of the channel/programme. Its exclusive broadcasting position and creative design give it a high attention value. We are able to take the entire production process off your hands - from initial concept to creating the finished product - so you do not need to have a commercial already prepared. There are six different types of special advertising: identspot, blockcloser, branded split, frame split, content split and overlay banner.
IDENTSPOT
The commercial is intertwined with the design that opens the commercial break (ident). The ident then naturally flows into the commercial break.

BLOCKCLOSER
The commercial is intertwined with the design that closes the commercial break. The blockcloser is used in combination with the identspot, so you claim the entire commercial break. Product index: RTL 4: 163, RTL 5 & RTL 7: 160, RTL 8: 157.

BRANDED SPLIT
The commercial is intertwined with the RTL programme schedule, which is then followed by the programme. Product index: 168

FRAME SPLIT
The commercial is placed between two programmes within the look & feel of the channel. At the bottom of the screen is a clock counting down to the next programme. Product index: 168.

CONTENT SPLIT
The commercial is placed between two programmes within the look & feel of the channel. Furthermore, the commercial is linked to current content, such as the weather report or sports results. Product index: 173.

OVERLAY BANNER
The commercial can be seen as a banner during programmes. Product index: 183.

Minimum basic price is € 640,-.

THE RESULTS OF A STUDY BY VOS & JANSEN INTO THE EFFECTIVENESS OF THE IDENTSPOT SHOW THAT:
• spontaneous advert recall for an identspot is at least twice as high as for a regular commercial during the commercial break.
• the majority of people surveyed consider identspots to be an original (65%) and distinctive (56%) method of advertising.
• the identspot has clear added value with regard to advertising recall compared to ordinary commercials in first position: recall of the ident spot is 32% higher.
• product recall is significantly better for identspots than for regular commercials: the spontaneous product recall of the identspot is no less than 58% higher.
ONLINE PURCHASING

CROSS-MEDIAL AND EFFECTIVE
We are a force to be reckoned with in the digital world, with a monthly online reach of 7.3 million people. Our renowned news websites, a rock solid video platform, and the Netherlands’ most popular weather site, Buienradar (Rain Radar), allow us to anticipate important topics every day and can be found wherever the consumer wants to find us. As a strong, cross-medial partner, we can offer a wide range of digital purchasing options for effective campaigns: from displays to interactive streamspots and from branded content to web-only formats such as the online broadcast “Echt Weer Edit”.

TOTAL EXPERIENCE
Research has shown that viewers pay more attention to the programme they are watching if they feel involved in it. This not only benefits the programmes themselves, but your campaigns too of course. In order to involve the viewers more closely in our formats, we offer a Total Experience. By exploiting multiple platforms with additional content and by enriching formats with interactive cross-medial components, we expand the consumer’s experience and feeling of involvement. This approach gives them the opportunity to become a part of the brands that they like, and allows advertisers to build up an intense relationship with their target group. That is how the launch of the Thuiscoach App for The voice of Holland led to the app being downloaded by 650,000 people. Fans were given the ultimate experience of the talent show, with the ability to join in live with the competition, its integration with the television format, and the possibility for users to play against their friends through social media.

RELIABILITY ON 1: COOKIES
Reliability is our top priority. We adhere to all of the laws of the Netherlands, and in a transparent way always ask our visitors for their permission to use of a number of sorts of cookies, including advertising cookies. We do not allow any cookies without obtaining permission first. You can find more information in the terms and conditions at adverterenbijrtl.nl

VAST
VAST stands for Video Ad Serving Template, and is a method that has been standardised by the IAB for delivering and reporting on online video campaigns. RTL operates in accordance with these market standards and in this way it is able to offer transparency and clarity.
ONLINE VIDEO

All RTL video content can be accessed on the RTL XL online platform. All this high-quality content is available for desktop and laptop computers, TV, Xbox, Net TV, tablets and all other mobile devices. As well as the popular RTL Gemist catch-up service, the platform also offers films, series and exclusive backstage material. RTL XL manages to reach 2 million people every month. The platform is a powerful way to come into contact with your target group because of the high level of attention paid by its visitors and its interactive capabilities.

EXPOSURE OPTIONS FOR ONLINE VIDEO

STREAMSPOT

A streamspot is an online commercial that is broadcast before (pre-roll) or during (mid-roll) a requested video. Its use of movies images and sound make the streamspot an effective method of online advertising. During a streamspot, a companion banner appears as default on the side of the screen.

Research by Klapper.com/ActiveReaction into the effectiveness of streamspots showed that the pre-roll and the mid-roll are watched with the same level of attention and that both types have a positive effect on spontaneous advert recall. This effect was shown to be even greater for the mid-roll as for the pre-roll.
ONLINE VIDEO

INTERACTIVE PRE-ROLL
You can engage directly with the consumer in a memorable way by enriching the commercial with interactive elements. As soon as the consumer begins to interact with the pre-roll, the commercial is paused and additional information can be shown. A promotional flyer with extra information, for example. Or by enriching it with social media capabilities, such as share, like or feed. Store locations, requesting samples, games or polls: the interactive pre-roll provides a variety of options to help you win prospects.

INVIDEO OVERLAY
This type appears as a transparent layer on top of the content whilst a video is being played, and then it disappears. The invideo overlay also always includes a close button. If the design features a clear call-to-action, the invideo overlay is a very well-suited method for raising awareness of something like a promotion or a competition.

VIDEO BILLBOARD
A video billboard is a sponsor message lasting five seconds before and after a programme in the online video environment, and which allows you to form a close link between your brand and the programme.

TARGETED PURCHASING
Online campaigns offer a whole array of opportunities to specifically reach your chosen target group. The following options are available for this:
- RON: Run Of Network, this commercial appears across the entire RTL network.
- ROS: Run Of Site, this commercial is shown on a specific RTL site.
- ROC: Run Of Channel, targeted reach to a particular content category or target group.

ONLINE VIDEO CHANNELS
Would you like to specifically target your reach to a particular content category, target group or channel? The following options are available for purchasing channels:

<table>
<thead>
<tr>
<th>THEME</th>
<th>TARGET GROUP</th>
<th>CHANNEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>News &amp; Weather</td>
<td>13-19 years</td>
<td>RTL 4</td>
</tr>
<tr>
<td>Entertainment</td>
<td>20-34 years</td>
<td>RTL 5</td>
</tr>
<tr>
<td>Sport</td>
<td>20-49 years</td>
<td>RTL 7</td>
</tr>
<tr>
<td>Beauty, Health &amp; Fashion</td>
<td>Men 20-49 years</td>
<td>RTL 8</td>
</tr>
<tr>
<td>Business</td>
<td>Female 20-49 years</td>
<td>RTL Telekids</td>
</tr>
<tr>
<td>Cooking</td>
<td>Shopper’s 20-49 years</td>
<td></td>
</tr>
<tr>
<td>Home</td>
<td>Shoppers with 1 or more children</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# RATES

## RATES ONLINE VIDEO Q1 2013

<table>
<thead>
<tr>
<th>VIDEO (CPM)</th>
<th>RON</th>
<th>ROC</th>
<th>ROS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streamspot (pre- and mid-roll)</td>
<td>€ 16.50</td>
<td>€ 25.50</td>
<td>€ 38.50</td>
</tr>
<tr>
<td>Interactive pre-roll</td>
<td>€ 30.00</td>
<td>€ 40.00</td>
<td>€ 50.00</td>
</tr>
<tr>
<td>Invideo overlay</td>
<td>€ 11.50</td>
<td>€ 19.00</td>
<td>€ 25.00</td>
</tr>
<tr>
<td>Pre-roll &amp; invideo overlay</td>
<td>€ 23.00</td>
<td>€ 36.50</td>
<td>€ 52.00</td>
</tr>
<tr>
<td>Video billboard</td>
<td>on request</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Streamspot campaigns are rolled out in both pre-roll and mid-roll positions and are charged according to the number of videos started. Campaigns are started by default without a frequency cap. There is a 10% surcharge for applying a frequency cap.

## OTHER TARGETING OPTIONS

- Time of use
- Region, based on the area code (80% accurate)
- Browser type (Internet Explorer, Firefox, Chrome)
- Type of OS (Apple, Windows)
- Surcharge: 25%

## SPOT-LENGTH INDEX

Rates are based on a streamspot of 15 seconds. We use the indexing shown below for commercials of a different spot length.

<table>
<thead>
<tr>
<th>SPOT LENGTH</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>15</td>
<td>100</td>
</tr>
<tr>
<td>20</td>
<td>110</td>
</tr>
<tr>
<td>25</td>
<td>120</td>
</tr>
<tr>
<td>30</td>
<td>130</td>
</tr>
</tbody>
</table>
Are you looking for a platform that can realise a highly effective reach in a short time for your display or rich media campaign? We touch millions of people every day with our three mainstays: news, weather and video. By capitalising on current developments, we are able to offer an effective reach platform and promotional platform for your campaigns.

AN ENTREPRENEURIAL NEWS BRAND

RTL Nieuws is a strong and reliable news platform that offers advertisers powerful opportunities. The platform does not only provide a setting for videos and background information; RTL Nieuws stars like Rick Nieman and Roelof Hemmen produce columns, blogs and social media integration to give the platform a familiar face. And you can make an impact using this high-quality news domain with its remarkable rich media and display options. A critical cornerstone of the strategy is the option for advertisers to integrate content on multiple news and weather platforms. This, of course within the constraints of independent collection of news, allows for creative and unusual opportunities for advertisers who want to raise their profile in a contemporary environment.

RTL NIEUWS 365 is the game changer. This news app creates a strong link between the reader and the message, and generates a high level of response to both editorial and commercial messages. The concept has been exclusively and specifically made for the capabilities of tablets and smartphones. RTL NIEUWS 365, with its creative high-impact capabilities such as full-screen interstitials and various display formats, offers interactive ways to strengthen the bond with your target group. And because it attracts more than 1.3 million page views every day and achieves high CTR results, it is the best possible setting to produce a high-scoring campaign for your clearly defined target group.
DISPLAY & RICH MEDIA

BUENRADAR (RAIN RADAR)
Buennradar (Rain Radar) achieves an average of 150 million page views per month, making it the largest weather site in the Netherlands. It has been voted “Website of the Year” for several years, and also features in the top 10 most recognisable brands in the Netherlands.

Buennradar (Rain Radar) is further extending its services with new weather-related products and services on all connected devices. And because this sort of information is accessed by definition by users out and about, the weather site’s mobile portal is also a remarkably strong brand. With more than 4 million app downloads and 62 million mobile views every month, Buennradar is the ideal place to achieve a good mobile score for your campaign’s qualitative reach.

RESEARCH INTO THE BRAND AWARENESS, IMAGE, AND APPRECIATION OF BUENRADAR HAS SHOWN THAT:
- Its total spontaneous name awareness of 78% is very high.
- The aided awareness of the website is 99%.
- 90% of people have also visited the website before.
- Users of Buennradar give it an average rating of 7.8, and heavy users even give it an 8.0. The reasons they give for this are its speed, accuracy, and ease of use.

PROGRAMME SITES
As consumers look to enlarge their experience of television formats, the need for digital spin-off formats is growing. RTL produces this additional online content 24 hours a day, 365 days a year. Apps, sites, second screens, social media and exclusive web content mean that both the possibilities and the reach are huge. Programme sites have major potential for increasing exposure, to generate reach in a short period of time with diverse campaigns, including on mobile devices. Exclusive back stage shows, surprising content and interactive games have allowed our sites to build up a loyal community, ideal for you to reach for conversion.

DISPLAY & RICH MEDIA

EXPOSURE OPTIONS FOR DISPLAY & RICH MEDIA

BANNER
A banner is a type of advertisement which fills the width of the screen at the top of the site. This format is highly visible and can be exploited both a thematic basis and on a promotional basis.

LEADERBOARD
A leaderboard is a prominent horizontal banner in a large format.

RECTANGLE
The rectangle is an advertisement in the shape of a rectangular banner. Its large format allows room for creative visuals and also has a high communicative capability. This type of advertisement is also available in a large version.
DISPLAY & RICH MEDIA

EXPANDABLE BANNER
An expandable banner folds out when the user holds the cursor over the banner. The mobile variant folds out when it is clicked on.

LAYER
A layer is a rich media advertisement that appears in the form of a layer over the content of the site. Layers also include a close button as standard. There are many creative options for this, and it commands a high attention value thanks to its striking positioning.

FLOOR AD
A floor ad appears at the bottom of the page as a layer on top of the site and always includes a close button. When the mouse passes over it, the banner’s appearance can change and it is possible to display an animation, film or other content.

SKYBOX
A skybox is a striking advertisement that appears around the content in the top right-hand corner as a coherent entity.

ROADBLOCK
A roadblock gives you two or more advertising positions on one site. By creating a creative link between multiple advertisements, they can reinforce each other.

HOMEPAGE TAKEOVER
A homepage takeover means that during a certain period (for instance, a day or a week), all advertisements on a certain page will be exclusively reserved to you.
SPONSORED BACKGROUND
With a sponsored background, the advertisement is shown as a skin behind the website. A sponsored background can be used on a programme site or within RTL XL.

INTERSTITIAL
An interstitial is shown before a website appears, like a billboard on television. This type of advert is not clickable, but can feature sound. A transparent layer appears on top of the website beneath.

INTERSTITIAL FOR TABLET RLTNIEUWS 365
A striking advertisement that fills the screen between the main sections of the app.

SKYSCRAPER & WIDE SKYSCRAPER
The skyscraper and the wide skyscraper appear as a vertical banner up the side of the page. The response to these is very high because of their large advertising area. This type of advertisement is well-suited to expandable variants.

BILLBOARD
A billboard is a header that appears in the middle of the content, often at the top of the site. This type does not conceal the content but pops up in the middle of it. There are many possibilities for videos and creativity.

PORTRAIT AD
This is an advertisement that appears at the side of a page, and is very striking because of its length (336x1050). Its large format gives many possibilities for various modules such as videos, requesting samples and social media enrichment.
WEBVERTORIAL
A webvertorial is a commercial article that is fully integrated into the website's editorial environment. A webvertorial can be used in two ways:
1. With a link to a promotional page of the advertiser.
2. The link connects directly to the advertiser’s website.

RTL NEWSLETTER
Every week we send a newsletter to 150,000 subscribers. The newsletter contains a number of commercial positions which include a title, a short description text, a visual and a link.

TARGETED PURCHASING
Online campaigns offer a whole array of opportunities to specifically reach your chosen target group. The following options are available for this:
• RON: Run Of Network, this commercial appears across the entire RTL network.
• ROS: Run Of Site, this commercial is shown on a specific RTL site.
• ROC: Run Of Channel, targeted reach to a particular content category or target group.

Would you like to specifically target your reach to a particular content category, target group or channel? The following options are available for purchasing channels:

OTHER TARGETING OPTIONS
• Time of use
• Region, based on the area code (80% accurate).
• Browser type (Internet Explorer, Firefox, Chrome).
• Type of OS (Apple, Windows).
• Surcharge: 25%

Campaigns are started by default without a frequency cap. There is a 10% surcharge for applying a frequency cap.
### RTL NETWORK Q1 2013

<table>
<thead>
<tr>
<th>DISPLAY &amp; RICH MEDIA (CPM)</th>
<th>RDN</th>
<th>ROC</th>
<th>ROS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>€ 6.00</td>
<td>€ 8.00</td>
<td>€ 15.50</td>
</tr>
<tr>
<td>Rectangle</td>
<td>€ 7.50</td>
<td>€ 10.00</td>
<td>€ 18.75</td>
</tr>
<tr>
<td>Layer</td>
<td>€ 8.00</td>
<td>€ 12.50</td>
<td>€ 18.50</td>
</tr>
<tr>
<td>Floor ad</td>
<td>€ 8.00</td>
<td>€ 12.50</td>
<td>€ 18.50</td>
</tr>
<tr>
<td>Roadblock</td>
<td>€ 14.00</td>
<td>€ 18.50</td>
<td>€ 34.75</td>
</tr>
<tr>
<td>Billboard</td>
<td>€ 14.00</td>
<td>€ 18.50</td>
<td>€ 34.75</td>
</tr>
<tr>
<td>Portrait ad</td>
<td>€ 14.00</td>
<td>€ 18.50</td>
<td>€ 34.75</td>
</tr>
<tr>
<td>Homepage takeover</td>
<td>On request</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored background</td>
<td>On request</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### RTL NIEUWS HOMEPAGE

<table>
<thead>
<tr>
<th>RATE PER DAY</th>
<th>RATE FOR 2 DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadblock</td>
<td>€ 4.000</td>
</tr>
<tr>
<td>Interstitial</td>
<td>€ 4.500</td>
</tr>
<tr>
<td>Skybox</td>
<td>€ 6.000</td>
</tr>
<tr>
<td>Homepage takeover</td>
<td>€ 8.000</td>
</tr>
</tbody>
</table>

### RTL NIEUWS CHANNEL

<table>
<thead>
<tr>
<th>RATE PER DAY</th>
<th>RATE FOR 2 DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadblock on homepages of: RTL Nieuws, RTL Z, Editie NL, RTL Boulevard</td>
<td>€ 6.000</td>
</tr>
<tr>
<td>Interstitial on RTL Nieuws, RTL Z, Editie NL, RTL Boulevard</td>
<td>€ 7.000</td>
</tr>
<tr>
<td>Skybox on homepages of RTL Nieuws, RTL Z, Editie NL, RTL Boulevard</td>
<td>€ 8.000</td>
</tr>
<tr>
<td>Homepage takeover on homepages of RTL Nieuws, RTL Z, Editie NL, RTL Boulevard</td>
<td>€ 12.000</td>
</tr>
<tr>
<td>Homepage takeover on: RTL Nieuws, Buienradar (Rain Radar), RTL Z, Editie NL, RTL Boulevard</td>
<td>€ 35.000</td>
</tr>
</tbody>
</table>
## Rates

### Rates for Display & Rich Media

<table>
<thead>
<tr>
<th>BRANDED CONTENT</th>
<th>RATE PER WEEK</th>
<th>RATE FOR 2 WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTL2 webvertorial</td>
<td>€ 1,750</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>RTL Boulevard webvertorial</td>
<td>€ 1,000</td>
<td>€ 1,750</td>
</tr>
<tr>
<td>Content integration</td>
<td>On request</td>
<td>On request</td>
</tr>
<tr>
<td>Newsletters</td>
<td>On request</td>
<td>On request</td>
</tr>
<tr>
<td>Web-only format</td>
<td>On request</td>
<td>On request</td>
</tr>
<tr>
<td>Crossmedia concepts</td>
<td>On request</td>
<td>On request</td>
</tr>
</tbody>
</table>

### MOBILE

<table>
<thead>
<tr>
<th>RTLNIEUWS 360</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial</td>
<td>€ 50.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>€ 25.00</td>
</tr>
<tr>
<td>Streamspot</td>
<td>€ 38.50</td>
</tr>
</tbody>
</table>

### Rates for BlueNadar (Rain Radar)

<table>
<thead>
<tr>
<th>Format</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>€ 7.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>€ 10.00</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>€ 15.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>€ 13.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>€ 20.00</td>
</tr>
<tr>
<td>Rectangle large</td>
<td>€ 24.00</td>
</tr>
<tr>
<td>Floor ad</td>
<td>€ 25.00</td>
</tr>
<tr>
<td>Roadblock</td>
<td>€ 35.00</td>
</tr>
<tr>
<td>Button on homepage</td>
<td>€ 17.50 per month</td>
</tr>
<tr>
<td>Homepage takeover</td>
<td>From € 25.00 per day</td>
</tr>
<tr>
<td>Theme page</td>
<td>€ 35.00 per day</td>
</tr>
<tr>
<td>Branded content</td>
<td>€ 50,000 per day</td>
</tr>
</tbody>
</table>
**RATES**

**MOBILE Q1 2013**

<table>
<thead>
<tr>
<th></th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>€ 20.00</td>
</tr>
<tr>
<td>Double-sized banner</td>
<td>€ 30.00</td>
</tr>
<tr>
<td>Streamspot</td>
<td>€ 35.00</td>
</tr>
</tbody>
</table>

**BUIENRADAR (RAIN RADAR)**

<table>
<thead>
<tr>
<th></th>
<th>TABLET</th>
<th>MOBILE SITE OR SMARTPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>€ 25.00</td>
<td>€ 20.00</td>
</tr>
<tr>
<td>Expandable banner</td>
<td>€ 27.50</td>
<td>€ 22.50</td>
</tr>
</tbody>
</table>

**RTL NETHERLANDS OFFERS MORE**

- The standard request and confirmation process has been fully automated, so you can deliver commercials in digital format.
- We process the contract data in real time in Mediaview. It is possible to set up a new request in Mediaview during the initial request phase, in which the terms are set at a company level, so that the basic annual price and the target group indexes can be provided, allowing you to make a choice from our products.
- What’s more, the real-time processing of contract data makes it possible to evaluate your schedule, to print a recent order confirmation and to monitor changes to programmes, at any time of day, in the Media Buying Systems software.
- You can add or cancel broadcast time and preferred positions through Mediaview. The alterations are automatically processed by our broadcast-time reservation system.
- From 2013 it will also be possible to evaluate your online video campaign in the Media Buying Systems software.
- In addition to doing our utmost to meet your campaign objectives, we also always do our utmost to meet weekly targets and spot-length targets. This never entails extra costs for you.
- Your television commercial can be converted to a streamspot free of charge.
- You can make adjustments to your campaign until two days before the scheduled broadcast.
- We will process your requests for the current month within 24 hours and your requests for the following month within 48 hours.
- On adverterenbijrtl.nl, we publish the gross costs per GRP rate, which is used to calculate the gross cost of campaigns.
- You can read our prognoses for all commercial breaks for various audiences in Mediaview. Special rates apply to charitable organisations. These rates can be found on adverterenbijrtl.nl. Here you will also find lots of information about our media, programming and purchasing options, such as reports on viewing figures, channel profiles, sales promotions and examples of our crossmedia cases. The site also includes the latest news, contact details and emergency telephone numbers.
- We have been studying the crossmedia effects of advertising on our media for years. These studies have resulted in a large database of results, so we have a huge insight into the effectiveness of campaigns.
BRIEF SUMMARY OF THE TERMS AND CONDITIONS FOR PURCHASING SPOT BROADCAST TIME ON RTL NETHERLANDS TELEVISION CHANNELS IN 2013*

- All products are offered subject to availability.
- We apply a product hierarchy when allocating broadcast time, so that more expensive products are given priority over cheaper products.
- In order to strike the right balance between supply and demand, we release a market index (90-110) every month, and we are able to adjust the product index by a value of between minus three and plus three.
- We guarantee that these adjustments to the product index will remain price neutral for you: if the index points go up, we compensate for this by reducing them later. This is then calculated over the duration of a whole year. All changes to the index for programme packages and time-slot packages are counted, except for the Night Time package and the Alcohol-advertising package. The rises and falls in specific fixed budgets and specific GRP are calculated according to the average rise or fall in index points for the constituent channel variants.
- Packages purchased in bonus broadcast time are charged according to the GRPs achieved.
- If the block selection is incomplete and/or does not meet the selectivity requirement when a programming package is requested, then your package will not be scheduled.
- The minimum duration of a package, with the exception of Specific GRP, is 7 days. A shorter duration is only possible by excluding 1 to 3 days. A surcharge of 5% of the net GRP rate applies to do this. Packages in which more than 3 days are excluded can only be purchased as Specific GRP.
- If the duration of a package is longer than 8 days, there is an option to exclude a weekday without surcharge; if 3 or 3 weekdays are excluded, a surcharge of 5% applies. Packages in which more than 3 weekdays are excluded can only be purchased as Specific GRP.
- At the end of the month, all over-scores and under-scores for packages purchased from us - with the exception of Specific GRP - are charged, but never above the total requested budget.
- If the budget or the duration of the original request is lowered or shortened during the month, then the package is charged based on the number of GRPs realised. Package spots that have already been booked cannot be transferred to a product with a lower product index.
- A time slot package is scheduled on all our TV channels. A surcharge of 5% of the net GRP rate applies to the exclusion of a channel.
- Packages in which more than two channels are excluded can only be purchased as Specific fixed budget or Specific GRP.
- For block selections in the case of Specific Fixed Budget, Specific GRP and Fixed Control packages, multiple requested blocks in the same programme on the same day are treated as a single block request.
- In each package, a maximum of 3 different spot lengths can be requested. For packages with more than 3 spot lengths, a surcharge of 5% of the net GRP rate of the entire package applies for each spot length.

TERMS AND CONDITIONS

- In each package, a maximum of 4 different sub-periods can be requested. For packages with more than 4 sub-periods, a surcharge of 5% of the net GRP rate of the entire package applies for each sub-period.
- The minimum duration of a sub-period is 7 days.
- No product exclusivity applies for commercial breaks on RTL 2, RTL Lounge, RTL Crime and RTL Telekids.
- Index correction only applies to multiple spots that consist of a basic spot and a reminder. The reminder refers back to the basic spot and cannot be broadcast separately.
- In the case of multiple spots, the minimum GRP conditions apply to the main spot.
- The minimum GRP conditions apply for each spot length requested.
- A surcharge of 10% of the net GRP rate applies to joint promotions.
- Both RTL and the media agency are responsible for allocating contracted preferred positions. Positions are scheduled equally across the entire time period. An even distribution of the first, second, penultimate and final positions in the block is taken into account. This is a best-effort agreement.

BRIEF SUMMARY OF TERMS AND CONDITIONS FOR SPECIAL ADVERTISING 2013*

- The minimum duration of special advertising is 7 days. A shorter duration is only possible by excluding 1 to 3 days. A surcharge of 5% of the net GRP rate applies to do this. Rates for special advertising which excludes more than three days are calculated based on the GRPs achieved.
- All forms of special advertising are charged to the campaign.
BRIEF SUMMARY OF THE TERMS AND CONDITIONS FOR PURCHASING DISPLAY AND ONLINE VIDEO 2013*

- All products are offered subject to availability.
- The number of impressions achieved is calculated on the basis of data from DART.
- Streamspot campaigns are calculated on the number of streamspots that are started.
- Video and display commercials are delivered on the websites and on various apps.
- We apply a product hierarchy when scheduling campaigns, so that more expensive products are given priority over cheaper products.
- The product hierarchy does not apply to premiums. Campaigns which are purchased with a premium can be moved by us at any time.
- If it is not permitted to use pixels, cookies, applications, plug-ins or other technologies that do not fit within the scope of the permissions obtained by RTL. The advertiser is liable for any damage, including fines, that we suffer as a result of failing to adhere to this guarantee, and the advertiser covers RTL for the liability for any claims by third parties that may arise in this regard.
- The minimum campaign budget for a video campaign is € 5,000. The minimum for an interactive pre-roll campaign is at least € 20,000.
- Displays and video campaigns must be requested individually per campaign, along with the name of the advertiser.
- We then send an order confirmation to the applicant. The applicant is allowed to withdraw the requested campaign up to no less than 2 days before broadcast, as long as we are informed of this in advance.
- Requests for a campaign on a given channel (RCC) will only be authorised by us in the event that we judge that the product in the campaign is suitable for the indicated target group.
- Campaigns are started by default without a frequency cap. A surcharge of 10% of the net CPM rate applies to apply a frequency cap.
- We retain the right to place up to 10% of the online campaign budget in content of third parties.
- In the event of a disaster and or an extra news broadcast, we may decide to temporarily halt a display or video campaign if we consider that it is inappropriate.
- Rates are based on a streamspot of 15 seconds. For an additional surcharge, it is also possible to purchase a longer spot.
- The minimum length of a streamspot is five seconds.
- Multiple spots can not be broadcast as a streamspot.
- The length of the spot must be given at the time of request, otherwise the application can not be processed.
- If the booked spot length is exceeded, we remain entitled to round the spot length up to the nearest five, and on this basis to calculate the price based on the indicated net price.
- For each product, a maximum of 3 different spot lengths can be requested. For campaigns with more than 3 spot lengths, a surcharge of 5% of the net CPM rate of the entire campaign applies for each spot length.

TERMS AND CONDITIONS

- In the event that there are measurement discrepancies between the advertiser and RTL, and that these were caused by us, then we will compensate the difference from 10% upwards by offering a premium.
- If the budget or the duration of the original request is lowered or shortened during the run of the campaign, then the campaign will be charged based on the number of GRPs impressions achieved.
- A surcharge of 10% of the net CPM rate applies to joint promotions.
- Material must be delivered two days before the start of the campaign.
- No campaigns for food products or alcoholic/non-alcoholic drinks are permitted on RTL Telekids.
- Advertisements for alcoholic drinks are only permitted after 21.00 p.m.
- All offers and agreements with RTL Netherlands are subject to the General Terms & Conditions of RTL Nederland B.V. You will find a list of people to contact attached to this guide.
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