Data and emotions, hand in hand.

Ratecard Digital 2021

AdAlliance

Marketing 2021
Brand staging at the highest level

Ad Alliance combines the expertise of robust media partners and offers you cross-media booking opportunities spanning all genres. By marketing the advertising inventory of IP Deutschland, G+J e|MS, smartclip, SPIEGEL MEDIA, rtv media group and as a service provider for Media Impact, Ad Alliance offers a unique quality portfolio. Ad Alliance lives up to its claim as a local hero on the German market with comprehensively integrated structures and demonstrates its performance prowess and innovative strength with highly regarded, award-winning campaigns.

The integrated media partner

With its cross-genre instruments, Ad Alliance sees itself as a true partner who works in close cooperation with the customer to find the best, individual solutions and advises on a channel-independent basis, while also conceiving and orchestrating cross-media campaigns – regardless of whether they are designed for mass or high-end appeal, whether digital or analogue, or whether linear or non-linear. Preferably, however, everything in combination to unite the best of all worlds.
In addition to content staging, technical approaches such as programmatic and data solutions are also deployed.

Effectiveness and brand safety

For all its diversity, Ad Alliance is consistently committed to the effectiveness of its offerings as a measure of success. An essential characteristic of all environments – regardless of the genre, and whether in the informative or entertainment sector – is, therefore, their journalistic quality and the fact that brands can feel at home in them without restriction.
Even in times of uncertainty, the motto here is as follows: great emotions yes, but without the unforeseeable risks and harmful side effects.

Portfolio

Together, the platforms marketed by Ad Alliance reach 99 per cent of the German population. In the interest of effective campaigns, the reach is complemented by a portfolio that includes many of the country's strongest media brands.

The platforms listed here are only representative of the entire Ad Alliance portfolio with its 8 TV, 93 print, 69 audio brands and 339 digital offers at present.

TV

RTL · NITRO. · VOX · VOXup · ntv · TOGGO plus · SUPER RTL · RTLplus

DIGITAL

stern · Bild · RTL.DE · TVNOW · DER SPIEGEL · ntv · CHEFKOCH · WELT · Brigitte · Gala

PRINT

GEO · stern · essen&trinken · DER SPIEGEL · BARBARA · Landlust · GRAZIA · SCHÖNER WOHNEN · GUIDO · Brigitte · rtv · Gala

ATV

RTL · NITRO. · VOX · SUPER RTL · DISNEY CHANNEL · sport1 · RTLZWEI · TELE 5 · WELT · DMAX

AUDIO

ntv · Business Punk · GEO · NEON · Eltern · essen&trinken · manager magazin · DER SPIEGEL · stern

AdAlliance

Ad Alliance Digital

The Ad Alliance Quality Promise

- Premium quality in 100% brand-safe environments
- Maximum transparency through sitelists, as well as white- and blacklisting options
- The Ad Alliance video players:
  - In-Stream: 100% user-induced player launch, spots only non-skippable, clickable and with sound
  - Out-Stream: placement in editorial articles within the reading flow, only real views through player launch at 50% visibility and player stop outside the visible area, sound through user interaction

Ad Alliance Inventories

Run of Network
Play out throughout our Ad Alliance Network – for maximum reach

Run of Channel
Three channel categories for every need:
- **Topic Channel**
  Based on environments and AGOF affinities, e.g. travel channel, cars channel, etc.
- **Target Groups Channel**
  Based on AGOF affinities, e.g. women's channel, men 18-29 channel, etc.
- **New: The Video Quality Channel**
  Ad Alliance Originals – The house brands of Ad Alliance Partners – Mediengruppe RTL Deutschland, G+J, Spiegel, Axel Springer – in one channel
  Ad Alliance In-Stream Select – In-Stream inventories with special video focus, state-of-the-art video players and play out logic – for outstanding video KPIs

Custom/ Run of Site
Individual compilation of sites as required or direct allocation of a single site

Ad Alliance Products

The Ratecard is an extract from the Ad Alliance Product Portfolio.
We also offer a wide variety of other advertising formats, products and individual AdSpecials to set your brand in the best possible light.

We will be happy to furnish you with an offer.

Ad Alliance Billing Forms & Booking Methods

Booking Methods: Insertion Order | Programmatic
Billing Forms: CPM | VCPM | Fixed price | CPCV (prices on request) |
Other billing forms on request

Advertising Formats In-Page

	Devices			Run of Network CPM	Run of Channel CPM	Run of Site & Custom CPM
Multiscreen	🖥	▭	📱			
Pushdown Ad	✓	✓	✓	-	95	110
Just Video Billboard + MCA 2:1	✓	✓	✓	60	85	100
Sticky Sitebar + Mobile Sitebar / Mobile Medium Rectangle*	✓	✓	✓	55	80	95
Billboard + MCA 1:1*	✓	✓	✓	50	75	90
Understitial	✓	✓	✓	45	70	85
Wallpaper + MCA 2:1	✓	✓	✓	45	70	85
Halfpage Ad + MCA 2:1	✓	✓	✓	40	65	80
Medium Rectangle	✓	✓	✓	40	55	70
Sticky Skyscraper + Mobile Medium Rectangle*	✓	✓	✓	30	45	60
Mobile	🖥	▭	📱			
Mobile Pushdown Ad			✓	-	95	110
Mobile Just Video MCA 2:1			✓	60	85	100
Mobile Sitebar			✓	-	80	95
MCA 1:1			✓	50	75	90
Mobile Interstitial			✓	50	75	90
Mobile Understitial			✓	45	70	85
Mobile Medium Rectangle			✓	40	55	70
MCA 2:1			✓	40	55	70
MCA 4:1/6:1			✓	25	30	45
Desktop	🖥	▭	📱			
A-Ad**, Dynamic Fireplace, Dynamic Sidekick	✓	✓		-	105	120
Pushdown Ad	✓	✓		-	100	115
Fireplace	✓	✓		-	95	110
Just Video Billboard	✓	✓		65	90	105
Sticky Sitebar	✓	✓		60	85	100
Billboard	✓	✓		55	80	95
Understitial	✓	✓		50	75	90
Wallpaper	✓	✓		50	75	90
Halfpage Ad	✓	✓		45	70	85
Premium Ad Bundle (Billboard, Sitebar, Halfpage Ad)	✓	✓		45	70	85
Medium Rectangle	✓	✓		40	55	70
Sticky Skyscraper	✓	✓		35	50	65
Superbanner	✓	✓		30	40	55
Ad Bundle	✓	✓		25	30	45

Not all formats are bookable on all sites or in all price categories; subject to price adjustments during the year. Minimum booking volume EUR 4,500 net customer.
All prices in Euro. Within the price category Run of Network max. 5 sides and within the Run of Channels max. 3 adjustments or exclusions can be made. Any number of exclusions and adjustments beyond this falls into the "Custom" price category.
You can find the T&Cs at www.ad-alliance.de/agb

*Also bookable with smaller mobile formats at the same price
**In RoC only bookable with full service.

Further advertising formats and products in our portfolio:

⋏ In-Page AdSpecials

⋏ Native Advertising

⋏ Influencer Solutions

In-Stream & Out-Stream Advertising Formats

	Devices				Run of Network CPM	Run of Channel CPM	Run of Site & Custom CPM
Multiscreen (Connected TV, Desktop, Tablet, Mobile)							
In-Stream + Out-Stream	📺	🖥	▭	📱			
Spot Bundle	✓	✓	✓	✓	45	55	70
Branded Activation Ad (Spot Bundle)		✓	✓	✓	45	55	70
Bumper Ad up to 9" (Spot Bundle)	✓	✓	✓	✓	35	45	60
In-Stream							
Pre- , Mid- AND Post-Roll	✓	✓	✓	✓	50	60	75
Pre- AND Mid-Roll	✓	✓	✓	✓	55	65	80
Pre- OR Mid-Roll	✓	✓	✓	✓	60	70	85
Branded Activation Ad (Pre- AND Mid-Roll) *		✓	✓	✓	55	65	80
Bumper Ad up to 9" (Pre- , Mid- AND Post-R.)	✓	✓	✓	✓	40	50	65
Out-Stream							
In-Swipe			✓	✓	40	50	65
In-Text Video		✓	✓	✓	35	45	60
Branded Activation Ad (In-Text Video)		✓	✓	✓	35	45	60
Bumper Ad up to 9" (In-Text Video)		✓	✓	✓	25	35	50
Parallax Ad (In-Text Display)		✓	✓	✓	30	40	55
Optional: individual composition of screens					+5		

📺 Connected TV 🖥 Desktop ▭ Tablet 📱 Mobile

Not all formats are bookable on all sites or in all price categories; subject to price adjustments during the year. Minimum booking volume EUR 4,500 net customer.
All prices in Euro. The prices are valid up to 30" seconds. The gross CPM surcharge is EUR 5 per 5 seconds from a spot length of 30 seconds. Within the price category Run of Network max. 15 sides and within the Run of Channels max. 5 adjustments or exclusions can be made. Any number of exclusions and adjustments beyond this falls into the "Custom" price category.

You can find the T&Cs at www.ad-alliance.de/agb

*Also bookable as Pre- OR Mid-Roll EUR +5 CPM

Further advertising formats and products in our portfolio:

↗ **Frame advertising formats**

↗ **Interactive & Data Enriched Ads**

↗ **Sponsoring**

↗ **Video Ad Specials**

↗ **Non-linear Ads**

Additional Products

Targeting Products [1,2] In-Stream, In-Page, Out-Stream	Run of Network CPM	Run of Channel CPM	Run of Site & Custom CPM
Situational Targeting			
Technical Targeting	No surcharge	No surcharge	No surcharge
Regio [3]	No surcharge	No surcharge	No surcharge
Profile-based Targeting			
Sociodemographics	10	10	10
Interest	10	10	10
Smart Group [6]	15	-	-
TV light viewers 6, TV heavy viewers 6	15	-	-
Individual target group [6]	Upon request	-	-
Semantic Targeting			
Keyword [6]	15	15	15
Contextual Targeting [6]	20	-	-
Sequential Targeting			
Sequencing [4]	No surcharge	No surcharge	No surcharge
Re-Targeting (intra-genre/cross-genre) [5,6]	10	10	10
Cross Device Connect / Cross Device Incremental [6]	20	-	-

Important information:
Prices valid from 01.01. to 31.12.2021, subject to price adjustments during the year. Minimum booking volume EUR 4,500 net customer. All prices in Euro.
The combination of several categories leads to a reduction in coverage. You can find the T&Cs at www.ad-alliance.de/agb

[1] Surcharges are absolute additive gross CPM surcharges in EUR and are subject to price adjustments during the year. The surcharge within a topical targeting category (e.g. profile-based targeting) is determined by the targeting type with the higher surcharge. Surcharges within different targeting categories are to be added together.

[2] In-Stream: Maximum of two criteria can be combined.

[3] Regio-Targeting can be booked with In-Page on 100% of the available app inventory (in addition to desktop and MEWs). For In-Stream/Out-Stream, Regio-Targeting is not possible for In-App.
[4] Sequencing is only possible in the In-Stream/Out-Stream genres.

[5] In case of re-targeting across genres, play out is limited to RoN. Within a genre, bookings in RoN, RoC and RoS are possible.

[6] Not possible In-App, but on desktop and MEWs.

Additional Products

Viewability Products

Form of Advertising				Metric	Guarantee Factor	Run of Network VCPM	Run of Channel VCPM In-Page: Men & Women In-Stream: VAST 4
In-Page							
Sticky Sitebar	💻			100/1	100%	105	145
				70/1	70%	75	105
				60/1	70%	70	100
Sticky Skyscraper	💻	▭	📱	100/1	100%	65	95
				70/1	70%	45	65
				60/1	70%	40	60
In-Stream							
Pre- OR Mid-Roll	💻	▭	📱	100/15	100%	-	120
				100/2	100%	-	95
				50/2	100%	-	85
Pre- AND Mid-Roll	💻	▭	📱	100/15	100%	-	115
				100/2	100%	-	90
				50/2	100%	-	80
Bumper Ad	💻	▭	📱	100/2	100%	-	75
				50/2	100%	-	65

💻 Desktop   ▭ Tablet   📱 Mobile

Offer of VCPM products on designated viewability metrics; best possible play out within the available inventory; exclusion of individual RoS allocations; subject to price adjustments during the year due to inventory and portfolio changes. All prices are stated in EUR.

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