

# DIGITAL

# ALL

Ratecard  
2023



# Marketing 2023

## Content meets data and ad-tech: Brand communication with heart and mind

When it comes to effective brand communication and unique brand presentation, Ad Alliance is the first point of contact for advertisers and media agencies in Germany. And for good reason: Because it is simply great fun to discover the variety of possibilities in the portfolio of this sales house that is at the same time a pioneer in forging alliances in the German media business. Since 2016, Ad Alliance has been bundling the strengths of powerful media partners and marketing stations and offers from RTL Deutschland, Gruner + Jahr, the SPIEGEL Group, rtv media group and video and technology specialist smartclip. Ad Alliance is also a service provider for Media Impact and benefits from numerous other partnerships, not only within RTL Deutschland but with the parent company Bertelsmann and beyond.

### Holistic cross-media staging

What makes Ad Alliance attractive is more than just the size of its portfolio, which can be used to reach more than 99% of the German population, month after month. It is also the quality of its environments, which are based on professional, brand-safe content with high-quality entertainment and journalism. And it is the commitment of our campaign experts, who are passionate about integrating brands creatively and effectively into all this content – to shape holistically coordinated solutions in keeping with customers' objectives.



The merger of RTL with G+J and the development into a fully integrated media company of tomorrow significantly expand the degrees of manoeuvre: It makes full use of the potentials of valuable media brands and ensures even more inspiring ranges of topics in terms of tailor-made embedding and cross-media concepts.

### An unlimited array of innovative advertising products

The core mission of the Ad Alliance is to maximize advertisers' campaign impact, free from the boundaries of traditional genre limits. State-of-the-art ad-tech and data expertise are just as indispensable as scalable products – and this includes new kinds of display options combining the reach of multiple media channels in a single booking.



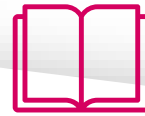
With its CrossOver Evolution, in summer 2022 Ad Alliance launched a long-term innovation offensive that particularly highlights its cross-genre and technological commitment: It forms the framework for bundling cross-media reach while displaying campaigns that cut across all genres. Verifiability is particularly important in this connection: Innovative proofs of performance and impact ensure maximum transparency.



# Portfolio

Brands love brands – especially if they are the country’s strongest media brands, brands that represent quality and attitude and enjoy consumer appreciation and trust. This gives campaigns the benefit of brand safety, coupled with an additional boost through the effects of the surrounding media environment.

The brands shown here are only a representative sample of the entire Ad Alliance portfolio, which comprises more than 500 offerings. Here you will find the right stage for every target group, and for every need for added reach.



## PRINT

**stern** *essen & trinken* **BARBARA** Capital  
**GEO** **DER SPIEGEL** **Brigitte**  
**manager magazin** *SCHÖNER WOHNEN*  
**GUIDO** Landlust  
**Eltern** **Gala**



## TV

**VOX**  
**RTL**  
**NITRO.** *TOGGO plus*  
**RTL UP** **ntv**  
**SUPER RTL**  
**VOX up**



## AUDIO

**GEO** **ntv**  
*Business Punk* **NEON**  
**Eltern** **Capital**  
**stern** **manager magazin** **Brigitte**  
**DER SPIEGEL** *essen & trinken*



## DIGITAL

**RTL NEWS**  
**Bild** **stern** **ntv**  
**RTL+** **DER SPIEGEL**  
**CHEFKOCH** **Gala** **WELT**  
**ACTIVISION | BLIZZARD MEDIA**  
**Brigitte**



## ATV

**RTL**  
**sport1** **ntv** **NITRO.**  
**RTL+** **VOX** **RTLZWEI**  
**SUPER RTL**  
**DMAX** **Disney CHANNEL**



# Ad Alliance Display

Established, reliable,  
high-reach

- **High-quality environments** with broad and scalable reach
- **100% legal safety** thanks to high-quality and secure environments for strong brands
- **Full transparency** thanks to site lists and whitelisting and blacklisting options
- **Optimum visibility** thanks to eye-catching placements
- **Ad-clutter-optimised** websites and products



CHEFKOCH

11 FREUNDE

Eltern

DER SPIEGEL



SCHÖNER  
WOHNEN

Gala


Brigitte

R T L NEWS





# Display prices

## Standard Ad Types

	Gross CPM in €		
	Run of Network	Run of Channel	Run of Site & Custom
<b>Multiscreen</b>			
Sticky Sitebar + MCA 1:1 <sup>1</sup>	55	80	95
Wallpaper + MCA 1:1 <sup>1</sup>	55	80	95
Billboard + MCA 1:1 <sup>1</sup>	50	75	90
Understitial 	50	75	90
Half-page Ad + Mobile Medium Rectangle <sup>1</sup>	40	65	80
Sticky Skyscraper + Mobile Medium Rectangle <sup>1</sup>	40	60	75
Medium Rectangle	40	55	70

**Multiscreen:** Delivery between stationary and mobile depends on availability. There is no claim to delivery on specific devices or inventories.

<b>Mobile</b>			
Mobile Interscroller	50	75	90
MCA 1:1	50	75	90
Mobile Interstitial 	50	75	90
Mobile Understitial	50	75	90
Mobile Medium Rectangle	40	55	70
MCA 2:1	40	55	70
MCA 4:1/6:1	25	30	45

<b>Desktop</b>			
Fireplace <sup>2</sup>	-	100	115
Sticky Sitebar <sup>2</sup>	60	85	100
Wallpaper <sup>2</sup>	60	85	100
Billboard	55	80	95
Understitial 	50	75	90
Half-page Ad	45	70	85
Sticky Skyscraper	45	65	80
Medium Rectangle	40	55	70
Superbanner	30	40	55
Ad Bundle	25	30	45

<sup>1</sup> Also bookable with smaller mobile formats for the same price

<sup>2</sup> Ad types are not available on the tablet

**Note:**

Run of channel bookings: Delivery is based on availability. There is no claim to delivery on specific devices or inventories.



# Ad Alliance Video

Emotional, diverse,  
high-reach

- > Our versatile video landscape offers **highly effective placements** in the In-Stream and Out-Stream product segments
- > **In-Stream:** The Ad Alliance In-Stream portfolio includes user-induced spot placements in Video Streaming, Radio Streaming and Gaming environments
- > **Out-Stream:** The Out-Stream Player and your advertisement are placed in the heart of the editorial article and thus in the user's direct reading flow
- > Careful **quality management** ensures high-quality, fully transparent and 100% legally safe environments
- > **Top visibility and high VTR** of your spots thanks to non-skippable video ads and viewable by design player

PLUTO TV

RTL +

Microsoft  
Casual Games

stern

DER SPIEGEL

RTLZWEI

RTL NEWS

ntv

TV PLUS

WELT

DEEZER

sport1

ROVIO

ONLINE  
FOCUS

united  
internet

BTG

ACTIVISION | BLIZZARD  
MEDIA

IS digital



# Video prices

## Standard Ad Types

		Gross CPM in €			
		Run of Network	Run of Channel	Custom	Run of Site
<b>In-Stream &amp; Out-Stream</b>					
Spot Bundle		40	50	65	70
Bumper Ad (Spot Bundle) <sup>1</sup>		30	40	55	60
<b>In-Stream</b>					
Pre-, Mid- AND Post-Roll		50	60	75	80
Pre- AND Mid-Roll		55	65	80	85
Pre- OR Mid-Roll		60	70	85	90
Bumper Ad (Pre-, Mid- AND Post-Roll) <sup>1</sup>		40	50	65	70
<b>Out-Stream</b>					
In-Text Video		35	45	60	65
Bumper Ad (In-Text Video)		25	35	50	55
Parallax Ad (In-Text Display)		30	40	55	60

<sup>1</sup> Ad types are not available on the CTV

**Notes:**

- Prices always refer to the Multi-screen price – display on all technically available devices (CTV, desktop, tablet, phone). Optional: Individual compilation of the devices + €10, CTV only bookings + €25.
- The prices above apply up to an ad length of 30" seconds (exception Bumper Ad up to 9"). For every 5 seconds of additional ad length, there is a €5 gross CPM surcharge.
- For the individual combination of categories/formats within a site there is a +€5 gross CPM surcharge on the RoS CPM.
- Multiscreen and RoC bookings: Delivery based on availability – no claim to delivery on specific devices or inventories.



# Targeting

Accurate, sustainable,  
visible

- Whether versatile standards or custom target group – with our in-house data pool, we offer the perfect cross-inventory solution for every need from our **profile-based targeting range**
- **Cross device targeting** and therefore cross-genre user linking for your campaign goals is part of our DNA
- We are committed to **complying with data protection requirements** in the collection, analysis and distribution of data and to the **highest level of data quality**





# Targeting

## Display, In-Stream and Out-Stream

	Surcharge gross CPM in €
<b>Profile-based targeting</b>	
Socio-demographics / interest	10
Smart Group / Behaviour Group	15
Custom targeting	On request

<b>Target group addressing with environment affinity <sup>1</sup></b>	10
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<b>Sequential targeting</b>		
Digital	Sequencing <sup>2</sup>	No surcharge
Digital	Reminder (Re-Targeting) <sup>3</sup> / Incremental <sup>2</sup>	10
Cross Device	Reminder / Incremental	20
Cross Device	Frequency <sup>4</sup>	25

<b>Keyword <sup>1</sup> / Contextual targeting</b>	15
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<b>Technical targeting</b>		
Geo   Federal State, City, Postal Area Code <sup>5</sup>		No surcharge

<sup>1</sup> Only bookable in RoN.

<sup>2</sup> Not bookable in the Display genre.

<sup>3</sup> In the case of cross-genre Digital Reminder, display is limited to RoN. Within a genre, bookings in RoN, RoC and RoS are possible.

<sup>4</sup> The surcharges and specifications for Cross Device shown here apply exclusively to a cross-genre extension from linear TV in the direction of digital video.

<sup>5</sup> In-App not possible, but Desktop and MEWs possible. GEO targeting is bookable for In-Page on 100% of the available app inventory (in addition to Desktop and MEWs).

### Notes:

- Surcharges are absolute, cumulative gross CPM surcharges in euros and are subject to price adjustments during the year.
- The surcharge within a thematic targeting category (e.g. profile-based targeting) is based on the type of targeting with the higher surcharge. Surcharges of different targeting categories are charged cumulatively.
- The combination of several targeting categories leads to a reduction of the campaign reach. We recommend that no more than two criteria in total are combined



## Do you want more...?

The rate card only shows a sample of our wide-ranging portfolio of ad types, booking options or billing possibilities.

Please feel free to contact us! We would be happy to advise you and make you an offer for our existing ad types or develop custom concepts just for you.

### Native

#### Client, Editorial or Mixed Content?

With our Premium Native Advertising solutions you combine native with our content.

### Billing forms

#### With CpcV or vCPM only fully viewed or visible impressions count

Fixed prices permit allocation of the entire reach in one day or week at an attractive fixed price.

### Ad Specials

**Attention grabbing eye-catcher for your advertisement** – with our display and Video Ad Specials

### Channels

**Selection of over 20 pre-configured channels.**

Special wishes? No problem with our individual custom channels

### Social

Our popular brands provide your social media channels with the perfect platform for **native staging of your products in our organic feed.**



# Ad Alliance xMedia



Straightforward  
Crossmedial

- > Our xMedia ad types **offer maximum crossmedial reach** by combining the genres ATV, In-Stream & Out-Stream.
- > **Easy booking & implementation**
  - > ONE volume
  - > ONE price
  - > ONE order
  - > ONE advertising
  - > ONE report
  - > ONE invoice
- > **Uniform steering**
  - > Crossmedial Targeting & Channel
  - > Overarching optimisation



# xMedia prices

## Standard Ad Types

			Gross CPM in €			
		Spot length/ fade-in time	Focus Genre	Run of Network	Run of Channel	Custom
<b>ATV &amp; In-Stream &amp; Out-Stream</b>  <b>xMedia Spot</b> 	10", 15", 20"	ATV	62	73	86	
		In-Stream	54	65	79	
		Out-Stream	48	58	73	
	25"	ATV	72	82	95	
		In-Stream	57	68	82	
		Out-Stream	51	61	76	
	30"	ATV	81	92	104	
		In-Stream	60	71	86	
		Out-Stream	54	65	79	
<b>ATV &amp; In-Stream</b>  <b>xMedia Frame</b> 	10"	ATV	42	53	63	

**Notes:**

- The share of the focus genre is at a minimum of 50%
- Prices always refer to the Multi-screen price – display on all technically available devices (ATV, CTV, desktop, tablet, phone). Optional for xMedia Spot: Device exclusion - Mobile + €10, device selection - Big Screen + €25
- In case of genre exclusion (In-Stream or Out-Stream) the price class custom focus genre "ATV" determines the price. No exclusion of ATV is possible - booking via spot bundle



# Targeting xMedia

	Surcharge gross CPM in €
<b>Profile-based targeting</b>	
Socio-demographics / interest	10
Smart Group / Behaviour Group	15
Custom targeting	On request

<b>Sequential targeting</b>		
Cross Device	Reminder / Incremental	20
Cross Device <sup>1</sup>	Frequency	25

<b>Technical targeting</b>	
Geo   Federal State, City, Postal Area Code <sup>2</sup>	5

<sup>1</sup> The surcharges and specifications for Cross Device shown here apply exclusively to a cross-genre extension from linear TV in the direction xMedia.

<sup>2</sup> In-App not possible, but Desktop and MEWs possible.

**Notes:**

- Surcharges are subject to price adjustments during the year.
- The surcharge within a thematic targeting category (e.g. profile-based targeting) is based on the type of targeting with the higher surcharge. Surcharges of different targeting categories are charged cumulatively.
- The combination of several targeting categories leads to a reduction of the campaign reach. We recommend that no more than two criteria in total are combined



## General booking conditions

- All prices are in euros and subject to price adjustments during the year.
- Minimum booking volumes are for
  - Digital: € 7,500 client net
  - xMedia: € 15,000 client net (national campaigns), € 7,500 client net (regional campaigns)
- Not all formats can be booked on all sites or in all price categories.
- Multiscreen and Run of Channel bookings: Delivery based on availability – no claim to delivery on specific devices or inventories
- You can find the General Terms and Conditions at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb)

### **Payment terms:**

Payment due within 10 days of invoice date. Within this period, a discount of 2% is granted, unless there are older claims outstanding.



# Contact

## Ad Alliance – Headquarters

Ad Alliance GmbH  
Picassoplatz 1  
50679 Cologne, Germany  
Telephone: +49 (0)221 456-20  
Fax: +49 (0)221 456-26999

[info@ad-alliance.de](mailto:info@ad-alliance.de)  
[www.ad-alliance.de](http://www.ad-alliance.de)

## Ad Alliance – Sales Offices

### Sales Office North

Überseeallee 10  
20457 Hamburg, Germany  
Telephone: +49 (0)40 286686-282

[Verkaufsbuero.Hamburg@ad-alliance.de](mailto:Verkaufsbuero.Hamburg@ad-alliance.de)

### Sales Office Central Germany

Speicherstraße 53  
60327 Frankfurt am Main, Germany  
Telephone: +49 (0)69 219338-282

[Verkaufsbuero.Frankfurt@ad-alliance.de](mailto:Verkaufsbuero.Frankfurt@ad-alliance.de)

### Sales Office West

Roßstraße 74  
40476 Düsseldorf, Germany  
Telephone: +49 (0)211 90168-0

[Verkaufsbuero.Duesseldorf@ad-alliance.de](mailto:Verkaufsbuero.Duesseldorf@ad-alliance.de)

### Sales Office South

Balanstraße 73 (Bldg. 31 E)  
81541 Munich, Germany  
Telephone: +49 (0)89 380153-282

[Verkaufsbuero.Muenchen@ad-alliance.de](mailto:Verkaufsbuero.Muenchen@ad-alliance.de)



The General Terms and Conditions of Ad Alliance GmbH apply, available at [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

For Media Impact GmbH & Co KG it is the Ad Alliance GmbH that operates as a service provider and in the name of and on behalf of Media Impact GmbH & Co. KG.

The relevant General terms and conditions of Media Impact GmbH & Co. KG apply and can be referred to at: [www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), unless otherwise indicated.