

KIDS

In-Stream Ratecard
2023



Portfolio – children’s target group aged 3 - 13

One-stop shop for high-quality brands

Together, the kids platforms marketed by Ad Alliance reach a large portion of the children in Germany.

The offers in the premium portfolio are aimed exclusively at children, meaning that the content and ads are guaranteed to be suitable for them.

The platforms shown here are representative of our diverse Ad Alliance Kids portfolio.



PRINT



AUDIO



TV



DIGITAL



ATV





Kids In-Stream Prices

Standard ads

		Gross CPM in €		
		Run of Network Kids	Run of Channel Kids	Custom/ Run of Site Kids
In-Stream				
Pre- AND Mid-Roll		70	75	85
Pre- OR Mid-Roll		75	80	90
Bumper Ad (Pre- AND Mid-Roll)		60	65	75

TOGGO Universe



Reach kids on TOGGO, TOGGOLINO and the corresponding Youtube channels with a single booking

		Gross CPM in €	
		TOGGO Universe	TOGGO Universe + select environment Age or gender
In-Stream			
Pre- AND Mid-Roll up to 20"		75	80
Pre- OR Mid-Roll up to 20"		80	85
Bumper Ad (Pre- AND Mid-Roll; up to 6")		65	70

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€.
- For the individual combination of categories/formats within a site there is a + 5€ gross CPM surcharge on the RoS CPM.
- The prices above apply up to an ad length of 30" seconds (exception TOGGO Universe Bumper Ad up to 9"). For every 5 seconds of additional ad length, there is a €5 gross CPM surcharge.
- Multiscreen and RoC bookings: Delivery based on availability – no claim to delivery on specific devices or inventories.



Kids Channels

Inspiring children responsibly. This is not only achieved by the powerful TV and gaming environments in our Video Kids portfolio – this is also our offer to your product brand.

Our diverse and high-reach Kids portfolio allows you to address your target group contextually in compliance with data protection rules. With their target group expertise, our publishers' editorial teams advise us on the granular composition of the Kids channels.



Girls

Girl-oriented environments



Preschool

Environments for children aged 3-6



Ages 6 - 13

Environments for children aged 6-13



Catch Up, TV & Movie

TV-related environments



Boys

Boy-oriented environments



Originals

Owned and operated platforms of the Ad Alliance partners





Data protection guidelines for kids environments

1. Legal aspects

According to the regulations laid out in the data protection directive the processing of kids' data especially and in conjunction with online advertising is severely restricted and a very delicate issue. For that reason it goes without saying that in kids environments we follow the corresponding regulations to the letter. Campaigns are limited as described below:

2. Restrictions on campaigns

Usage-based and user-based targeting is not permitted and is not offered for the Ad Alliance children's environments.

Environment targeting is offered. In the case of channels where children are the target group, for example, target group affinities are derived at the format level. This is supported, for instance, by the editorial team's target group insides and TV data from the AGF/GFK panel (working group for TV research, Growth from Knowledge).

Frequency capping is offered optionally. According to the current interpretation, the interests of the publisher and marketer (financing of the offer without FC is much more difficult) do not conflict with the interests of the child (displaying the same ad multiple times is unappealing).

Regional targeting / geo-targeting at country level (e.g. DEU, A, CH) is offered; at regional level (e.g. Hamburg, Schleswig-Holstein, Berlin) this must be legally reviewed and approved by Ad Alliance on a case-by-case basis.

Personal 3rd party tracking may not, without exception, be integrated via physically delivered campaigns or redirects.

Counting mechanisms that only report ad impressions or clicks and demonstrably do not process personal data may be implemented in consultation with Ad Alliance. An important prerequisite is that the technical measurement services provider and the methodology are approved by the marketer.

Cookies are used only when legal prerequisites have been fulfilled.

3. Delivery and testing

To ensure compliance with the regulations and tracking restrictions (see above) imposed by the GDPR, it is now only possible to display advertising media via **redirects** to a very limited extent.

Ad Alliance checks campaigns in advance and during the campaign for impermissible **trackers**. Delivery of the physical advertising media or the redirect is therefore absolutely essential. Technical documentation must be submitted in advance for counting mechanisms/service providers that have not yet been categorised.

Programmatic campaigns with children as the target groups may therefore only be implemented via 'Programmatic Guaranteed' deals.



Design guidelines for kids environments

Design guidelines

Advertising on the platforms marketed by Ad Alliance must not be dishonest or unethical, misleading, harmful to consumer interests or promote behaviour that endangers consumer health or safety or the environment.

Advertising must not harm children and young people, either physically nor mentally, must not impair their development into responsible members of society and must not counteract the learning of a healthy, active lifestyle and a healthy, balanced diet.

Advertising must not exploit the lack of commercial experience, credulity or lack of technical knowledge of children and young people.

Advertising aimed at children should not include direct encouragement to consume the product advertised.



General booking conditions

- All prices are in euros and subject to price adjustments during the year.
- The minimum booking volume is €5,000 client net
- 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

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
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

Sales Office Central Germany

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

Verkaufsbuero.Frankfurt@ad-alliance.de

Sales Office West

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

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



The General Terms and Conditions of Ad Alliance GmbH apply, available at www.ad-alliance.de/agb.

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