ADDRESSABLE TV

Ratecard
2023

AdAlliance

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.

R T L X **G+J**

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.

X CrossOver Evolution

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 · rtv

TV

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

AUDIO

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

DIGITAL

RTL NEWS · Bild · stern · pluto tv · RTL+ · DER SPIEGEL · CHEFKOCH · Gala · WELT · Microsoft Casual Games · ntv · TOGGO · Eltern · Brigitte

ATV

RTL · sport1 · ntv · NITRO. · RTL+ · VOX · RTLZWEI · SUPER RTL · DMAX · TELE 5 · Disney CHANNEL

Ad Alliance Addressable TV

Relevant, intelligent, forward-looking

Addressable TV combines the strengths of TV and the online world. Reach, emotionality and credibility meet personalised targeting and precise steering of the advertising impact.

When you opt for Addressable TV from Ad Alliance, you get:

> **Largest ATV portfolio in Germany** with a comprehensive range of high-reach and special interest TV channels

> **Intelligent and innovative marketing products** for optimum and efficient achievement of campaign goals with budgets big and small, for campaigns with or without spots

> **Data-based target group targeting** with the option of cross-genre user linking via Cross Device

> **Relevant reach** thanks to continuous expansion of partnerships and distribution channels as well as enhancement of placement opportunities

> **New and exciting advertising opportunities** thanks to linear streams and on-demand inventories on CTV

ATV inventories

	Run of Network ATV network	Run of Channel ATV theme-based channel	Custom Customised ATV channel
ATV Spot	▪ Maximum reach thanks to play-out in the entire ATV network of the Ad Alliance ▪ Intelligent and cross-device steering of the ATV Spot	▪ High reach target group addressing with minimized scatter losses by bundling relevant environments on selected theme-based channel ▪ Our established and curated ATV theme-based channels include, e.g. Beauty&Fashion, Health, Finance and Food	▪ Customised socio-demographic target groups ▪ Customised theme-based channel ▪ Extensive exclusions of programmes, TV-channels or similar ▪ Individual time segments for display (time slot targeting)
Switch In	▪ Maximum reach & Intelligent steering of ATV Switch Ins across Ad Alliance's entire linear	▪ High reach target group addressing with minimized scatter losses by bundling relevant TV-programmes on selected theme-based channel ▪ Our established and curated ATV theme-based channels include, e.g. Beauty&Fashion, Health, Finance and Food	▪ Individual target groups or theme-based channels ▪ Individual selection of desired TV-programmes/formats by genre or at least 10 individual programmes ▪ Individual TV-channel selection or TV-channel combination ▪ Individual time segments for display (time slot targeting) ▪ Extensive exclusions of programmes, TV-channels or similar.
TV Add On			▪ Individual deployment of Add Ons based on a TV ad campaign

ATV ad types

ATV Spot

> Cross-fading of spots on linear TV and in linear streams and playout before stream start

> Playout before and within selected on demand inventories (CTV)

> Full-screen with standardised spot lengths

Switch In

> Exclusive display during the running TV programme after the switch-on or switch-over process
> Advertising framing or cross-fade of the linear TV picture
> Permits advertising without spot *
> Animation, dynamics and interaction capable *

Switch In XXL * **Switch In XXL Extended ***	▪ Applicable for 10 or 15 seconds in the scaled TV picture in an L-shape
Switch In Zoom *	▪ Large surface, 10-second, 3-sided frame of the TV screen (approx. 50%)
Switch In Masthead *	▪ Fixed daily placement with maximum daily net reach (first contact on TV set) ▪ Full screen, approx. 10-second, frame of the TV screen (approx. 50%)
Switch In Bumper **Switch In Spot**	▪ Spot in editorial frame overlays the linear TV programme for 6 or 10 seconds

TV Add On

> Distinct targeting opportunities based on linear TV ads

> Smart extras to boost the linear TV campaign

Spot Overlay (Video)	▪ The linear TV spot is overlayed by client's proprietary spot via HbbTV ▪ Optimization of the TV campaign in accordance with socio-demographic attributes or regional target group areas
Spot Frame **Spot Overlay (Display)**	▪ Enrichment of the TV spot by a wrapping frame which scales the spot or an additional banner overlaying the TV spot ▪ Banner and frame contain additional – on demand also locally steerable – advertising information to the nationally aired spot
Add On to TV Cut In **and TV Framesplit**	▪ Upgrading of TV ad specials "Cut In" and "Framesplit" by adding interactive or dynamic features, e.g. regional, shopping or lottery information
Sponsor Switch In	▪ Addition to a TV sponsoring via Switch In

The technical specifications for our ATV ad types, lead times, information on interaction possibilities and dynamic feature options and similar as well as special notes for OTC clients & casino and betting services can be found under Specifications - Ad Alliance (ad-alliance.de)

ATV prices

ATV Spot [1]

	Spot length	Gross CPM in €		
		Run of Network	Run of Channel	Custom
	10"	60	70	80
	15"	60	70	80
	20"	60	70	80
	25"	75	85	95
	30"	90	100	110

[1] For the subsequent options CPM surcharges are added to the base price for ATV Spots:
Exclusion of "Mobile" €+10 │ selection "Big Screen Only" €+25 │ booking option "Linear Only": €+10

Switch In

	Fade in time	Run of Network	Run of Channel	Custom
Switch In XXL	10"	40	50	60
Switch In XXL Extended	15"	55	65	75
Switch In Zoom	10"	55	65	75
Switch In Masthead [2]	10"	Daily fixed price	-	-
Switch In Bumper	6"	45	55	65
Switch In Spot	10"	60	70	80

[2] The Switch In Masthead can only be booked "Run of Network", without any addition TG limitations.

TV Add On

	Fade in time	Run of Network	Run of Channel	Custom
Spot Overlay (Video)		-	-	20
Spot Frame [3]		-	-	10
Spot Overlay (Display) [3]		-	-	10
Add On to TV Framesplit/Cut In [3]		-	-	10
Sponsor Switch In [4]	10"	-	-	60

[3] Also bookable with interaction possibility, e.g. as Shopping Ad.
[4] Sponsor Switch In can only be booked exclusively in combination with or in addition to a linear TV sponsoring.

Note:
The ATV prices shown above are gross prices and do not take into account any additional targeting, additional services or any other specifications. Any surcharges and additional costs incurred are always added to the prices shown.

Targeting ATV

	Surcharge gross CPM in €
Profile-based targeting	
Socio-demographics / Interest	10
Smart Group / Behavioral Group	15
Custom targeting (among others: Viewing-Segments [1])	On request

	Surcharge gross CPM in €
TV format-based targeting (via AGF/GfK-Panel)	
Socio-demographics	10

		Surcharge gross CPM in €
Sequential targeting		
ATV	**Sequencing**	No surcharge
TV Spot → ATV	**Reminder / Incremental**	10
TV Spot → ATV	**Frequency**	15
Cross Device [2]	**Reminder / Incremental**	20

	Surcharge gross CPM in €
Technical targeting	
Geo │ Federal State, City, Postal Area Code [3, 4]	5
Geo │ Dynamic Data [5]	5
Situative │ Dynamic Motif Playout [6]	5

[1] Display on TV sets, which due to their viewing habits (certain shows/genres) indicate specific patterns of interest.
[2] The surcharges and specifications for Cross Device shown here apply exclusively to a cross-genre extension from digital advertising media toward ATV. Specifications and prices for a cross-genre extension from (A)TV to digital can be found in the "Digital Rate Card 2023" (https://www.ad-alliance.de/cms/portfolio/digital/preise.html).
[3] With Switch In Masthead, geo-targeting is only possible after consultation and at most at the federal state level.
[4] With the ATV Spot, localised display of motifs can only be booked in combination with "Socio-demographics" or use of a theme-based channel.
[5] Geo-based target groups via service providers like AZ Direct (e.g. milieus, KBA data).
[6] Dynamic motif steering based on situative data (e.g. weather, fuel prices, betting odds).

Notes:
- The surcharges shown above are added to the ATV prices.
- 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.
- Please not that the combination of multiple targeting categories leads to a reduction of the campaign reach. We recommend that no more than two criteria in total are combined.

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

	Spot length/ fade-in time	Focus Genre	Gross CPM in €		
			Run of Network	Run of Channel	Custom
ATV & In-Stream & Out-Stream					
	10", 15", 20"	ATV	62	73	86
		In-Stream	54	65	79
		Out-Stream	48	58	73
xMedia Spot	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

	Spot length/ fade-in time	Focus Genre	Run of Network	Run of Channel	Custom
ATV & In-Stream					
xMedia Frame	10"	ATV	42	53	63

Notes:
- The share of the focus genre ist 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 possible - booking via spot bundle

Targeting xMedia

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

Sequential targeting		
Cross Device	**Reminder / Incremental**	20
Cross Device[1]	**Frequency**	25

Technical targeting	
Geo │ Federal State, City, Postal Area Code[2]	5

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

[2] 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 multiple 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
    - ATV: € 20,000 client net (national campaigns)
      € 5,000 client net (regional campaigns)

    - xMedia: € 15,000 client net (national campaigns)
      € 7,500 client net (regional campaigns)

- Not all advertising types can be booked on all (TV-)channels/in all
  programmes and in all price categories.

- Run of channel and custom bookings: Delivery based on availability – no
  claim to delivery on specific inventories.

- For Add On ad types there are separate framework conditions applicable
  which deviate slightly from the previously mentioned booking conditions.

- You can find the General Terms and Conditions at www.adalliance.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.

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