



# Ratecard 2024 **ATV** & xMedia





# Marketing 2024

## Media without borders – for maximum effect

Ad Alliance is all about impact: for strong campaigns and strong brands. Which register we pull out for this depends entirely depends on the individual objectives of our customers, i.e. you. The range of possibilities is huge and offers the right solution for every situation: from small to huge, from standardized products to tailor-made overall concepts, everything is possible here. And above all: no limits – because cross-mediality is exactly our thing.

### The future is cross

The "CrossOver Evolution" launched last year as a large-scale innovation offensive for convergent marketing will be continued vigorously in 2024: In a large number of initiatives around products, automation and proof of performance and impact, we are tapping into cross-media potential for practice and combining the developments in a complementary way.



Now that ATV and online video can already be booked, played out and evaluated holistically, the focus in the coming year will be on the integration of linear TV into the overarching logics.

### More propulsion through data & tech

Benefits in terms of impact also arise from automation and individualization: We rely on the latest technology to make your everyday campaign easier and processes faster - and at the same time offer more transparency.

With our data expertise, your playout will be even more accurate, and your advertising media will become even more relevant: For example, we are establishing a new generation of innovative, data-driven forms of advertising under the banner of "Dynamic Creative Ads", in which a large number of data signals can be automatically incorporated in order to address each individual within the target group in a maximally specific manner.

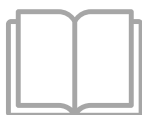
### The creative all-round carefree package

Special ideas are and will remain indispensable for memorable campaign communication and sustainable brand building. With our Ad+Concept Studio as an in-house creative forge with the best connections to our publishers, you have the perfect partner for this.



From eye-catching special forms of advertising to individually designed, cross-genre networked campaign solutions with full service – our experts love to connect your brand with our portfolio in an effective way.

**We are ready for your goal-setting!**



# Portfolio

Brands love brands – especially when they are the strongest media brands in the country, which stand for quality and attitude and enjoy sympathy and trust among consumers. Campaigns benefit from brand safety and receive an additional boost through the charisma of the environments.

The brands listed here are only representative of the entire Ad Alliance portfolio with its more than 500 offers. Here you will find the right stage for every target group and every reach requirement.



PRINT





TV





AUDIO





DIGITAL





ATV





# Ad Alliance Addressable TV

Relevant, intelligent,  
forward-looking

Addressable TV combines the strengths of TV and the online world. Reach, emotional appeal, and credibility meet personalized communication and precise control of advertising pressure.

**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 the optimal and efficient achievement of campaign goals, suitable for both large and small budgets, for campaigns with or without spots
- **Data-based target group targeting** with the option of cross-genre user linking via Cross Device
- **Enables dealer marketing campaigns** on the big screen through intelligent dynamization of ATV advertising assets with real-time data
- **Bridge to linear TV** with the possibility of using ATV-specific targeting even in linear TV spot campaigns

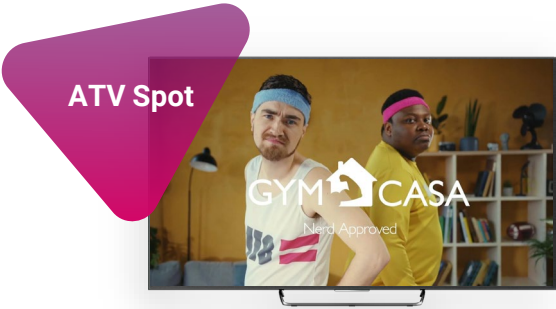


# ATV inventories

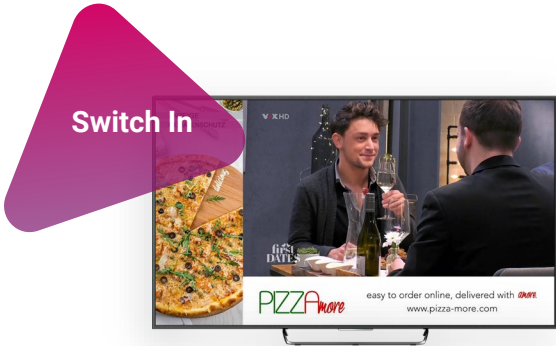
	Run of Network	Run of Channel
<div>ATV Spot</div> <div></div>	<ul style="list-style-type: none"><li>Maximum reach thanks to play-out in the entire ATV network of the Ad Alliance</li><li>Intelligent and cross-device steering of the ATV Spot</li></ul>	<ul style="list-style-type: none"><li>High reach target group addressing with minimized scatter losses by bundling relevant environments on selected theme-based channel</li></ul>
<div>Switch In</div> <div></div>	<ul style="list-style-type: none"><li>Maximum reach &amp; Intelligent steering of ATV Switch Ins across Ad Alliance's entire linear</li></ul>	<ul style="list-style-type: none"><li>High reach target group addressing with minimized scatter losses by bundling relevant TV-programmes on selected theme-based channel</li></ul>
<div>Want more reach?</div> <div></div>	<div>Combine ATV spot or Switch In with online video. More details <a href="#">here</a></div>	
<div>Dynamic Creative Ad</div> <div></div>	<ul style="list-style-type: none"><li>High-impact, intelligent dynamization of ATV advertising assets with real-time data</li><li>Utilization in situational marketing or dealer marketing</li></ul>	
<div>TV Add On</div> <div></div>	<ul style="list-style-type: none"><li>Individual deployment of Add Ons based on a TV ad campaign</li></ul>	



# ATV ad types




- > 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



- > 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 \*

<b>Switch In XXL *</b> <b>Switch In XXL Extended *</b>	<ul style="list-style-type: none"><li>▪ Applicable for 10 or 15 seconds in the scaled TV picture in an L-shape</li></ul>
<b>Switch In Zoom *</b>	<ul style="list-style-type: none"><li>▪ Large surface, 10-second, 3-sided frame of the TV screen (approx. 50%)</li></ul>
<b>Switch In Masthead *</b>	<ul style="list-style-type: none"><li>▪ Fixed daily placement with maximum daily net reach (first contact on TV set)</li><li>▪ Full screen, approx. 10-second, frame of the TV screen (approx. 50%)</li></ul>
<b>Switch In Bumper</b> <b>Switch In Spot</b>	<ul style="list-style-type: none"><li>▪ Spot in editorial frame overlays the linear TV programme for 6 or 10 seconds</li></ul>

 **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 and social spots can be found under [Specifications - Ad Alliance \(ad-alliance.de\)](#)



# ATV ad types

Dynamic Creative Ad



- Intelligent dynamization of advertising assets with real -time data
- Extensive range of selectable data points or integration with the customer's own data pool
- Utilization in situational marketing or dealer marketing


Switch In XXL DCA	<ul style="list-style-type: none"><li>▪ Analog Standard Switch In XXL</li><li>▪ Dynamization area on the L-banner for creative design</li></ul>
Switch In Spot DCA	<ul style="list-style-type: none"><li>▪ Analog Standard Switch In Spot</li><li>▪ The lower leg of the frame is available as an additional advertising space and can be utilized for dynamization</li></ul>
ATV Spot DCA	<ul style="list-style-type: none"><li>▪ Analog Standard ATV Spot</li><li>▪ Scaling of the ATV spot and framing it with a promotional L-banner for dynamization</li></ul>

TV Add On



- Distinct targeting opportunities based on linear TV ads
- Smart extras to boost the linear TV campaign

Spot Overlay (Video)	<ul style="list-style-type: none"><li>▪ The client's linear TV spot is overlayed via HbbTV by one of his own spots</li><li>▪ Optimization of the TV campaign based on sociodemographic characteristics or regional target audience areas, or for</li></ul>
Spot Frame Spot Overlay (Display)	<ul style="list-style-type: none"><li>▪ Enrichment of the TV spot by a wrapping frame which scales the spot or an additional banner overlaying the TV spot</li><li>▪ Banner and frame contain additional – on demand also locally steerable – advertising information to the nationally aired spot</li></ul>
Add On auf TV Cut In und TV Framesplit	<ul style="list-style-type: none"><li>▪ Upgrading of TV ad specials "Cut In" and "Framesplit" by adding interactive or dynamic features, e.g. regional, shopping or lottery information</li></ul>
Sponsor-Switch In	<ul style="list-style-type: none"><li>▪ Addition to a TV sponsoring via Switch In</li></ul>


 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 and social spots can be found under [Specifications - Ad Alliance \(ad-alliance.de\)](https://ad-alliance.de)




# ATV prices

	Spot length/ Fade in time	Gross CPM in €	
		Run of Network	Run of Channel
<b>ATV Spot</b> <sup>1</sup> 			
	10", 15", 20"	100	110
	30"	150	160

<sup>1</sup> For the subsequent options CPM surcharges are added to the base price for ATV spots: Exclusion of „Tablet+Mobile“ +10 €; booking option „Linear Only“ +10 €.

Switch In				
	Switch in XXL	10"	70	80
	Switch In XXL Extended	15"	95	105
	Switch In Zoom	10"	95	105
	Switch In Masthead <sup>2</sup>	10"	Daily fixed price	-
	Switch In Bumper	6"	75	85
	Switch In Spot	10"	100	110

<sup>2</sup> The Switch In Masthead can only be booked "Run of Network", without any addition TG limitations.

Dynamic Creative Ad <sup>3</sup>				
	Switch In XXL DCA	10"	80	-
	Switch In Spot DCA	10"	110	-
	ATV Spot DCA <sup>4</sup>	20"	110	-

<sup>3</sup> Geo-targeting surcharge is already included in the CPM.

<sup>4</sup> Current delivery is still HbbTV only.

			Gross CPM in €	
<b>TV Add On</b> <sup>5</sup> 	<b>Spot Overlay (Video)</b>	-	25	
	<b>Spot Frame</b> <sup>6</sup>	-	15	
	<b>Spot Overlay (Display)</b> <sup>6</sup>	-	15	
	<b>Add On auf TV-Framesplit/-Cut In</b> <sup>6</sup>	-	15	
	<b>Sponsor-Switch In</b> <sup>7</sup>	10"	80	

<sup>5</sup> For TV add-ons, there are no additional costs for targeting or dynamic creative optimization based on situational data; these are included in the price. Exception: Sponsor Switch In, please refer to footnote 7 for details.

<sup>6</sup> Also bookable with interaction possibility, e.g. as Shopping Ad.

<sup>7</sup> Sponsor Switch In can only be booked exclusively in combination with or in addition to a linear TV sponsoring.


- 
- Notes:**
  - 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.
  - Customized inventory compilations on request.



# ATV targeting

	Surcharge gross CPM in €
<b>Profile-based targeting</b>	
Socio-demographic / interest	+10
Smart Group / Behaviour Group	+15
Custom Targeting	On request
<b>TV format-based targeting</b> (via AGF/GfK-Panel) <sup>1</sup>	
Socio-demographics	+10
<b>Sequential targeting</b>	
TV-Spot > ATV    Reminder / Incremental	+10
TV-Spot > ATV    Frequency	+15
Cross Device <sup>2</sup> Reminder / Incremental	+20
<b>Technical targeting</b>	
Geo   Federal State, City, Postal Area Code <sup>3, 4</sup>	+5
Geo   Geo-based Target Segments <sup>5</sup>	+10

<sup>1</sup> Only bookable "Run of Network".  
<sup>2</sup> 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 2024" (<https://www.ad-alliance.de/cms/portfolio/digital/preise.html>).  
<sup>3</sup> With Switch In Masthead, geo-targeting is only possible after consultation and at most at the federal state level.  
<sup>4</sup> With the ATV Spot, localised display of motifs can only be booked in combination with "Socio-demographics" or use of a theme-based channel.  
<sup>5</sup> Geo-based target groups via service providers like AZ Direct (e.g. milieus, KBA data)

-  **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

Simple crossmedia



ATV & Digital in one ad for maximum crossmedia reach.

## ➤ Easy booking & implementation



- ONE order
- ONE volume
- ONE price
- ONE advertising material
- ONE reporting
- ONE billing

## ➤ Crossmedia control & optimisation


- Optimal control of xMedia campaigns with xMedia FC
- Use xMediaAds across all genres for a wide range of campaign objectives with CrossDevice Targeting



# xMedia prices

		Gross CPM in €		
	Spot length	Focus-Genre <sup>2</sup>	Run of Network	Run of Channel
ATV & In-Stream				
BigScreen Spot 	10", 15", 20"	-	100	-
	30"	-	125	-
ATV & In-Stream & Out-Stream <sup>1</sup>				
xMedia Spot 	10", 15", 20"	ATV	76	88
		OLV	64	77
	30"	ATV	106	118
		OLV	84	97
xMedia Bumper	6"	ATV	57	69
		OLV	48	61

<sup>1</sup> Additive surcharge on the gross CPM apply for the following options: Out-Stream genre exclusion +€10, Mobile device exclusion +€10, CTV device exclusion: free of charge  
<sup>2</sup> The focus genre (Addressable TV vs. Online Video) predominates in playout

 **Notes:**


- Prices always refer to the multiscreen price - playout on all technically available devices (ATV, CTV, desktop, tablet, mobile).
- Delivery subject to availability - no entitlement to delivery on specific devices or inventories
- Individualised inventory compilations on request



# xMedia targeting

		Gross CPM surcharges in €
Profile-based targeting		
Socio-demographic / interest		+10
Smart Group / Behaviour Group		+15
Custom Targeting		On request
Sequential targeting		
Cross Device	Reminder / Incremental	+20
Cross Device <sup>1</sup>	Frequency	+25
Technical targeting		
Geo   Federal State, City, Postal Area Code		+5

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

- **Notes:**
- Surcharges are subject to price adjustments during the year.
  - The mark-up within a thematic targeting category (e.g. profile-based targeting) is calculated according to the targeting type with the higher mark-up. Surcharges from different targeting categories are added together.
  - The combination of several targeting categories leads to a reduction in campaign reach. We recommend not combining more than two criteria in total.



## General booking conditions

- All prices are in euros and subject to price adjustments during the year.
- Minimum booking volumes are for
  - ATV: 15,000 € 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.ad-alliance.de/agb](http://www.ad-alliance.de/agb)

### Terms of Payment:

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  
Telephone : +49 40 286686-282

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

### Sales Office Central Germany

Speicherstraße 53  
60327 Frankfurt am Main  
Telephone : +49 69 219338-282

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

### Sales Office West

c/o Design Offices GmbH  
Kaistraße 5  
40221 Düsseldorf  
Telephone : +49 211 90168-0

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

### Sales Office South

Balanstraße 73 (Haus 31 E)  
81541 München  
Telephone : +49 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).

Ad Alliance GmbH acts as a service provider for the marketers Media Impact GmbH & Co. KG and BAUER ADVANCE KG:  
For Media Impact, Ad Alliance GmbH acts on behalf of and for the account of Media Impact GmbH & Co,  
for BAUER ADVANCE in the name and for the account of BAUER ADVANCE KG.  
The respective General Terms and Conditions of the company concerned apply, available at:  
[www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb) or [www.baueradvance.com/agb](http://www.baueradvance.com/agb), unless otherwise labelled.