

In the media contract, we agreed to two net basic prices per GRP for the purchase of spot airtime: a content basic price and a time slot basic price, with the price index per target audience. The following overview displays the monthly indexes and the spot length indexes that you can use to calculate the price per month and per spot length.

We offer a range of purchasing options, each with its own product index. The content basic price applies to the content packages, while the time slot basic price applies to the time slot and theme packages. The chosen purchase format determines the hierarchy of the schedule. In order to strike the right balance between supply and demand, every month we release a market index (90-110) for each product on adverterenbijrtl.nl. From 2019 onward, this market index will also apply to the Kids Package. The market index is fully geared towards honouring all requests.



MONTHLY INDEXES

The following monthly indexes apply for 2019, excluding the Kids Package: **1-23** **24-31**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	DEC
95	95	101	129	145	145	119	126	145	135	135	135	120

Kids Package

1-13 **14-31** **1-5** **6-31**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	OCT	NOV	DEC	DEC
60	67	85	97	95	99	85	92	109	150	180	180	180	107

SPECIAL ADVERTISING

Special advertising is custom-designed and involves a unique creative campaign in which TV and online can be used in combination. With the exclusive spot advertising formats, your message is integrated in an eye-catching way into the TV channel's design or the programme of your choice.



PRODUCT	POSITION INDEX
Ident spot	RTL 4: I59, RTL 5, RTL 7 & RTL Z: I54, RTL 8: I5I
Frame split	I62
Content split	I69
Block closer	RTL 4: I59, RTL 5, RTL 7 & RTL Z: I54, RTL 8: I5I
Overlay banner	I79

PREFERRED POSITIONS

A preferred position increases the effectiveness of a campaign, and a best spot guarantees you a position in your chosen commercial block. The following surcharges apply:



SPOT LENGTH INDEXES

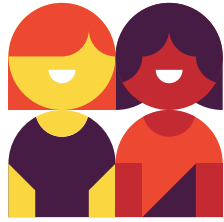
The net basic prices in the media contract are based on a spot length of 30 seconds.

The table below displays indexes of the commercials with a non-standard spot length.

SPOT LENGTH INDEX	
5 sec	40
10 sec	50
15 sec	60
20 sec	75
25 sec	85
30 sec	100
35 sec	115
40 sec	130
45 sec	145
50 sec	160
55 sec	170
60 sec	180
> 60 sec	in proportion to 60"

PREFERRED POSITIONS / BEST SPOT

1 st position	25%
2 nd position	15%
Penultimate position	10%
Final position	12,5%



PRODUCTS

With specific purchase and control formats you yourself choose the content that best suits your campaign, while with the time slot package you determine the time slot in which the spots will be shown. If you want to be included for a particular theme,

that is possible with our range of theme packages. The content basic price applies to the specific purchase formats, while the time slot basic price applies to the time slot and theme packages. An overview of our products is displayed below.

CONTENT	CONTROL	PRODUCT INDEX	SCHEDULE
Specific Fixed Budget	based on selective break selection (150%)	RTL 4: I30 / RTL 5: I24 / RTL 7, 8, Z and other full audit channels: I20	Per channel
Specific GRP	based on selective break selection (150%)	RTL 4: I27 / RTL 5: I21 / RTL 7, 8, Z and other full audit channels: I17	Per channel
Control Fixed Package	based on selective break selection (200%)	I21	A minimum of 3 channels

TIME SLOT	CONTROL	PRODUCT INDEX	SCHEDULE
Top Time Package	7.30 p.m. - 11.00 p.m. RTL 4: 6 p.m. - midnight	I15	RTL 4, 5, 7, 8, Z and the full audit theme channels**
Early & Late Time Package	4.30 p.m. - 8 p.m. & 10.30 p.m. - 1 a.m.	I01	RTL 4, 5, 7, 8, Z and the full audit theme channels**
Daytime Package	6.30 a.m. - 6 p.m.	82/ 95***	RTL 4, 5, 7, 8, Z, RTL Crime and RTL Lounge
Daytime Plus Package	6.30 a.m. - 6 p.m. Digital themed channels: all day	78/ 85***	RTL 4, 5, 7, 8, Z (daytime) and the digital themed channels* (all day)
Night Time Package	midnight - 6.30 a.m.	75	RTL 4, 5, 7, 8, Z and the full audit theme channels**
Alcohol Advertising Package	9 p.m. - 1 a.m.	I11	RTL 4, 5, 7, 8, Z and the full audit theme channels**

THEME	CONTROL	PRODUCT INDEX	SCHEDULE
Men's Package	Men aged 25-54	95	RTL 7 (prime time) / RTL Z, HISTORY and the Ziggo Sport channels (all day)
Women's Package	Women aged 25-54	96	RTL 8 (prime time) / RTL Crime, RTL Lounge, CI, XITE and E!
Sport Package	Men aged 25-54	I15	Sport programmes on RTL 7 and the Ziggo Sport channels
Young Adult Package	Aged 25-39	97	RTL 5 (prime time), E! and XITE (all day)
Kids Package****	Aged 3-8, boys aged 6-12	€98 (aged 3-8) and €102 (boys aged 6-12)	RTL Telekids, B.O.Z. and Cartoon Network
RTL Z & News Package	All target audiences	I10	RTL Z, all RTL News broadcasts on RTL 4
RTL Z GRP Package	All target audiences	90	RTL Z

* Digital themed channels: RTL Lounge, RTL Crime and all third-party channels. Changes to brands reserved.

** Full audit digital themed channels, which at the time of publication of this brochure are RTL Crime, RTL Lounge, RTL Telekids, HISTORY, Ziggo Sport, Ziggo Sport Select and XITE.

*** Lowest product index for campaigns purchased for male, female, shopper or 50+ target audiences.

**** Our rates do not include agency commission and VAT.

Contact one of our account managers
at sales@rtl.nl or 035 - 671 87 11

..AND EXPLORE ALL THE POSSIBLE OPTIONS

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