



BUYING TERMS AND CONDITIONS DISPLAY AND ONLINE VIDEO RTL NEDERLAND

General

- The website www.adverterenbijrtl.nl provides an overview of the buying opportunities in and the applicable conditions. The terms and conditions below are a supplement to the conditions in the above sources for display and online video.
- All products are offered subject to availability.
- All net rates for buying display and online video do not include production costs or VAT, but they do include agency commission.
- The number of impressions achieved is calculated on the basis of data from Doubleclick For Publishers (DFP).
- Online video and display commercials are supplied on the internet and on various apps.
- It is not permitted to use pixels, cookies, applications, plug-ins or other technologies that do not fit within the scope of the permissions obtained by RTL. The advertiser is liable for any damage, including fines, that we suffer as a result of failing to adhere to this guarantee, and the advertiser covers RTL for the liability for any claims by third parties that may arise in this regard.

RTL Digital Media Terms and Conditions

- RTL applies a product hierarchy when scheduling campaigns, so that more expensive products are given priority over cheaper products.
- The product hierarchy does not apply to premiums. Campaigns which are purchased with a premium can be moved by us at any time.
- Stream spot campaigns are rolled out in both pre-roll and mid-roll positions.
- The number of impressions booked and achieved is calculated on the basis of data from DFP.
- Stream spot campaigns will be billed based on the number of impressions reached. The undelivered impressions will not be billed.
- Online video campaigns will be placed on web and the different apps.
- The minimum campaign budget for a stream spot campaign is €5.000.
- Product exclusivity is disregarded for online video campaigns.
- Campaigns must be requested individually per campaign, along with the name of the advertiser.
- We then send an order confirmation to the applicant. The applicant is allowed to withdraw the requested campaign up to no less than 2 days before broadcast, as long as we are informed of this in advance via e-mail.
- Requests for a campaign on a given channel (ROC) will only be authorised by us in the event that we judge that the product in the campaign is suitable for the indicated target group.
- Campaigns are started by default without a frequency cap. A surcharge of 10% of the net CPM rate applies if a frequency cap is used (from capping less than 4 lifetime).
- In the event of an emergency and or an extra news broadcast, we may decide to temporarily halt a display or online video campaign if we consider it inappropriate.
- Buienradar retains the right to cancel the homepage takeover if it determines that the takeover would endanger its services to the consumer during peak load on the servers during extreme weather conditions (weather alarm, code orange or red or the announcement of such by the KNMI). In that case, RTL Nederland and the media agency/advertiser will discuss alternative options.
- Rates are based on a stream spot of 20 seconds. For an additional surcharge, it is also possible to purchase a higher spot-length index. The length of the spot must be given at the time of request,

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otherwise the application cannot be processed. There is also a minimum spot length of five seconds.

- Twinspots (Mainspot + tagon) cannot be broadcast as a stream spot online.
- If the booked spot length is exceeded, RTL Nederland retains the right to round the spot length up to the nearest five seconds, and on this basis to calculate the price based on the indicated net price.
- RTL is responsible for the correct implementing of measure-tags, but is not responsible for the correctly functioning of these tags. In the event that there are measurement discrepancies between the advertiser and RTL, and that these were caused by us, then RTL Nederland will compensate the difference from 10% upwards by offering a premium.
- If the budget or the duration of the original request is lowered or shortened during the run of the campaign, then the campaign will be charged based on the number of GRPs impressions achieved.
- The maximum spotlength allowed on “non-skippable” Youtube content is 20 sec. Commercials that exceeds this length can only be served on “skippable” content and might result in extra costs.

Invoicing campaigns

Stream spot campaigns will be billed based on the number of impressions reached. The impressions which are not completed will not be charged for.

Multi-product advertising

The advertiser must obtain written permission prior to the campaign to display more than one product or service by the same advertiser during the reserved campaign. A surcharge may be billed for multi-product advertising.

Joint promotion and/or joint advertising

- Joint promotion/joint advertising are considered to be:
 - displaying the logo of the additional advertiser for longer than three seconds, or:
 - displaying the logo of the additional advertiser prominently on the screen (full-screen), or:
 - the message contains both a logo and spoken text for the additional advertiser, or:
 - the additional advertiser’s corporate identity is shown prominently during the entire message, or:
 - music that is recognizably related to the additional advertiser’s corporate identity is played during the message.
- Buying joint promotion and/or joint advertising is only permitted if RTL Nederland has provided written permission in advance of the campaign. If such permission has not been granted, and we notice such a joint promotion and/or joint advertisement during the course of the campaign, then the surcharge will be billed retroactively from the start of the campaign. The storyboard or the message must be submitted to us for evaluation along with the request.
- RTL Nederland reserves the right to determine whether a message is a joint promotion and/or joint advertising, and whether the advertiser will be billed a joint surcharge.



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- During the evaluation for the message, it must be clear to us who the advertiser is and who is requesting the broadcasting time. The difference between the main advertiser and the additional advertiser can be derived by how prominent each party is in the message, the use of house styles and recognizable music (look and feel).
- A surcharge of 10% of the net CPM rate applies to joint promotions.
- The budgets for joint promotion and/or joint advertising campaigns will only apply to the contract for the main advertiser.
- Retailers advertising their product range will not be billed a surcharge. However, it must be clear that the retailer is requesting the advertising space through the use of the retailer's own look and feel.
- Campaigns for food products or alcoholic/non-alcoholic drinks are not permitted on RTL Telekids.
- Advertisements for alcoholic drinks are only permitted after 21:00.

Provision of material

- The material must be provided 1 day prior to the start of the campaign. The material can be hosted by or through you. On <http://www.adverterenbijrtl.nl> you can find the specifications on hosting.
- The length of the stream spot must correspond to the requested spot length.
- If the material is delivered later than this, then the campaign will be extended by the number of days that the delivery was delayed by.
- All interactive online video advertisements must be approved by RTL before being used.
- All audiovisual materials need to apply to the dutch "Nicam" regulations and contain all the required icons that refer to the classification of the main product.
- Specifications (English) for providing the material can be found on [adverterenbijrtl.nl](http://www.adverterenbijrtl.nl)

Cancellations

- If an advertiser cancels a campaign, RTL Nederland reserves the right to bill for the unused portion of the reserved advertising space.
- If the cancellation is made 0 to 2 work days prior to the broadcast date, RTL Nederland is authorized to invoice 100% cancellation costs plus 21% VAT for the cancelled campaign. Agency commission will be charged for these cancellation costs.
- If more than 25% of the original reserved amount is debited at the advertiser level, RTL Nederland is authorized to invoice 4% cancellation costs plus 21% VAT for the cancelled campaign. Agency commission will not be charged for these cancellation costs.
- The 4% cancellation fee will not be charged for cancellations subject to a 100% cancellation fee.
- The following applies in addition to this cancellation policy:
The sum total requested budget for these campaigns will be used to determine the original amount reserved for the total campaign.



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OTHER TERMS AND CONDITIONS

All offers and agreements with RTL Nederland are subject to the General Terms & Conditions of RTL Nederland B.V. These are available at adverterenbijrtl.nl.