



**PURCHASING
BROCHURE SPOT
BROADCAST
TIME 2012**

rt nederland

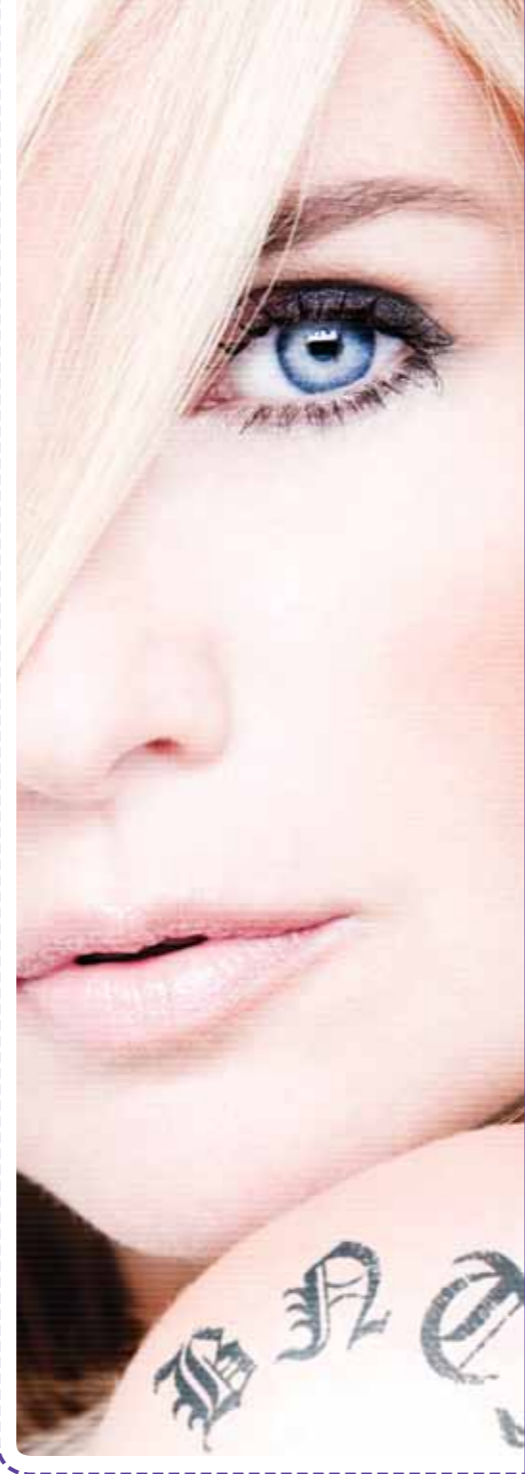
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2012**

TABLE OF CONTENTS

PURCHASING SPOT BROADCAST TIME	7
ADVERTISING DURING COMMERCIAL BREAKS	9
PURCHASING SPOT BROADCAST TIME ON RTL CHANNELS	9
MONTHLY INDEX	9
AUDIENCE INDEX	11
SPOT-LENGTH INDEX	12
PRODUCT SUMMARY & PURCHASING OPTIONS	13
PRODUCT SUMMARY	15
BUYING OPTIONS	17
PROGRAMME PACKAGES	17
Specific fixed budget	17
Specific GRP	18
Fixed control	18
TIMESLOT PACKAGES	18
Top Time package	19
Top Time & RTL XL package	19
Early & Late package	19
Daytime package	19
Night Time package	19
Alcohol-advertising package	20
THEME PACKAGES	20
RTL GP PACKAGE	20
RTL FOOTBALL PACKAGE	20
RTL Z & NEWS PACKAGE	20
RTL TELEKIDS PACKAGE	20
RTL LOUNGE & DAYTIME PACKAGE	21
RTL CRIME & DAYTIME PACKAGE	21
BUYING OPTIONS FOR RTL Z	21
ENTRY RATES	22

OPTIMAL REACH	23
PIB MARKERS	25
BEST SPOT	25
CHARGING BY FLIGHT	25
LOCAL AD INSERTION	25
TV CAMPAIGN AS AN INTERNET STREAM SPOT	25
BILLBOARDING & SPECIAL ADVERTISING	27
BILLBOARDING	29
MOVING BILLBOARDS	29
SPECIAL ADVERTISING	29
IDENT SPOT	29
BLOCK CLOSER	29
BRANDED SPLIT	29
FRAME SPLIT	30
CONTENT SPLIT	30
OVERLAY BANNER	30
CONTACTPERSONS	31
TV SPOT	32
SALES OPTIMISATION	34
BRANDED CONTENT	37
GENERAL TERMS AND CONDITIONS	39
RTL NETHERLANDS OFFERS MORE	41
TERMS AND CONDITIONS	42

PURCHASING SPOT BROADCAST TIME





ADVERTISING DURING COMMERCIAL BREAKS

Millions of viewers tune in to RTL's channels every day for the latest news, entertainment and sport. Television is therefore the perfect medium for boosting brand awareness, improving brand image, stimulating sales and introducing products. Your brand simply cannot afford to miss out on the huge reach and impact offered by an advertising campaign on RTL 4, RTL 5, RTL 7, RTL 8 or the digital channels RTL Lounge and RTL Crime. You can also select a special advertising package to make your commercial stand out even more. In addition to advertising in commercial breaks, billboard advertising is also an option. We look forward to discussing your wishes and targets together with you in order to achieve the best possible result.

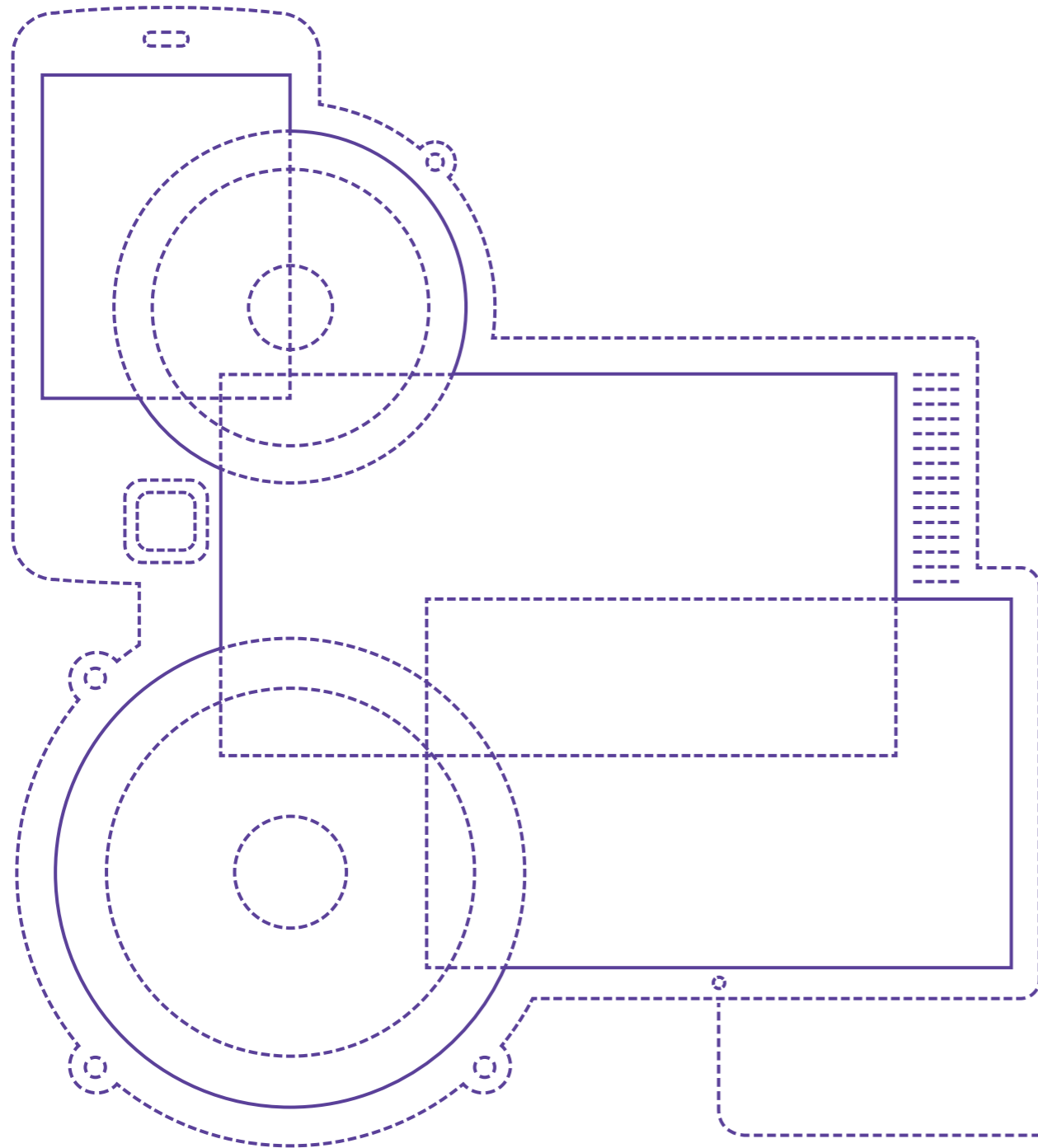
BUYING SPOT BROADCAST TIME ON RTL CHANNELS

Our buying options guarantee diversity and competitive prices. The flexible buying options allow you to combine all products on offer and to determine the degree of control. You can purchase our broadcast time at various levels: based on programmes, themes or time slots. The buying system works as follows: in your annual commitment, we agree to a net basic price for each GRP based on a 30-second commercial. The price for all audiences is determined using the audience index. To calculate the net basic monthly price, the basic price is multiplied by the monthly index. You can choose between various buying options, each with their own product index compared to the net basic monthly price. This product index determines the hierarchy of the scheduling. In order to strike the right balance between supply and demand, a market index (90-110) applicable to the net basic monthly price is published every month, and until no later than the 20th day of the month prior to the buying month, we are able to adjust the product index by a value of between minus three and plus three.

MONTHLY INDEX

The following monthly index rates apply for 2012:

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
59	75	87	111	132	125	78	82	127	133	130	109



AUDIENCE INDEX

The RTL channels are clearly positioned and complement each other perfectly. Family channel RTL 4 targets viewers between 20-49 years of age, RTL 5 targets the 20-34 years audience, RTL 7 focuses on men between the ages of 20-49, RTL 8 and RTL Lounge concentrate on women between 20-49 years, and RTL Crime's core audience is the 20-49 years target group.

The audience index rates below apply for 2012. If you purchase the "Specific Fixed Budget" package or the "Specific GRP" package (see programming packages on page 17) for the channel's core audience, then the audience index is 2 points lower.

AUDIENCE		AUDIENCE INDEX	
20-49 years	102	Vrouwen 20-49 years	88 Selective purchasing for RTL 8: 86
Shoppers 20-49 years	92 Specific purchasing for RTL 4: 90	Men 20-49 years	106 Selective purchasing for RTL 7: 104
Shoppers with children	91	Women 20-34 years	88
20-34 years	104 Selective purchasing for RTL 5: 102	Women 35-49 years	87

SPOT-LENGTH INDEX

The net basic price mentioned in the annual commitment is based on a spot length of 30 seconds. We use the index shown below for commercials with a different spot length. There is an index correction for all twin spots (basic spot plus reminders (tag-ons)). The spot lengths of the basic spot and tag-on are added together and this total spot length is charged. The index correction for a triple or quadruple spot involves a surcharge of 5% and 10% of the net GRP rate.

SECONDS	SPOT-LENGTH INDEX
5	40
10	50
15	60
20	75
25	85
30	100
35	115
40	130
45	145
50	160
55	170
60	180

Spot length > 60 seconds, spot-length index proportional to 60-second spot.



PRODUCT SUMMARY & PURCHASING OPTIONS



PROGRAMMING	BREAK SELECTION	PRODUCT INDEX	FIXED TIMETABLE	SCHEDULE	BLOCK OPTIMISATION****	FIXED BUDGET AT CAMPAIGN LEVEL	MINIMUM NUMBER OF GRPS	MINIMUM DURATION
SPECIFIC FIXED BUDGET	Based on selective break selection (150%)	RTL 4 & RTL 5: 123 RTL 7 & RTL 8: 121	Yes	By channel	Yes	Yes, over-scores and under-scores are debited/credited within the campaign	15	7 days
SPECIFIC GRP	Based on selective break selection (150%)	RTL 4 & RTL 5: 120 RTL 7 & RTL 8: 118	Yes	By channel	Yes	No, debited/credited with GRPs achieved	N/A	N/A
CONTROL OF FIXED PACKAGE	Based on selective break selection (200%)	118	Yes, can be moved for specific purchasing	At least 3 RTL channels	No	Yes, over-scores and under-scores are debited/credited within the campaign	15	7 days
TIME SLOT	TIME-SLOT CONTROL	PRODUCT INDEX	FIXED TIMETABLE	SCHEDULE	BLOCK OPTIMISATION****	FIXED BUDGET AT CAMPAIGN LEVEL	MINIMUM NUMBER OF GRPS	MINIMUM DURATION
TOP TIME PACKAGE*	7.30 p.m. - 11.00 p.m.	112	No	RTL 4, 5, 7, 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	15	7 days
TOP TIME & RTL XL PACKAGE*	TV: 7.30 p.m. - 11.00 p.m.	112	No	3 RTL channels of your choice & RTL XL	No	Yes, over-scores and under-scores are debited/credited within the campaign	12	7 days
EARLY & LATE PACKAGE	4.30 p.m. - 8.00 p.m. & 10.30 p.m. - 12.30 a.m.	96	No	RTL 4, 5, 7, 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	15	7 days
DAYTIME PACKAGE	6.30 a.m. - 6.00 p.m.	74/89	No	Combination of RTL 4, 5, 7, 8, depending on target audience	No	Yes, over-scores and under-scores are debited/credited within the campaign	5	7 days
NIGHT TIME PACKAGE	Time-slot control Midnight - 2.00 a.m.	74	No	RTL 4, 5, 7, 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	5	7 days
ALCOHOL-ADVERTISING PACKAGE	Time-slot control 9.00 p.m. - 12.30 a.m.	107	No	RTL 4, 5, 7, 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	15	7 days
THEME	CONTROL	PRODUCT INDEX	FIXED TIMETABLE	INDELING	BLOCK OPTIMISATION****	FIXED BUDGET AT CAMPAIGN LEVEL	MINIMUM NUMBER OF GRPS	MINIMUM DURATION
RTL GP PACKAGE**	RTL GP programmes	113	No	RTL 7	No	Yes, over-scores and under-scores are debited/credited within the campaign	15	7 days
RTL FOOTBALL PACKAGE**	Football programmes	113	No	RTL 7	No	Yes, over-scores and under-scores are debited/credited within the campaign	10	7 days
RTL Z & NEWS PACKAGE**	RTL Z, morning and late RTL 4 News	78	No	RTL 4 and RTL Z	No	Yes, over-scores and under-scores are debited/credited within the campaign	5	7 days
RTL TELEKIDS PACKAGE***	RTL Telekids programmes	Rate displayed on website	No	RTL 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	5	7 days
RTL LOUNGE & DAYTIME PACKAGE	RTL Lounge - entire period RTL 4 & RTL 8: 6.30 a.m. - 6.00 p.m.	74/89	No	RTL Lounge & Daytime RTL 4 & 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	5	7 days
RTL CRIME & DAYTIME PACKAGE	RTL Crime - entire period RTL 4, 5, 7, 8: 6.30 a.m. - 6.00 p.m.	74/89	No	RTL Crime & Daytime RTL 4, 5, 7, 8	No	Yes, over-scores and under-scores are debited/credited within the campaign	5	7 days

The product index can be adjusted by a minimum of minus 3 index points and a maximum of plus 3 index points until no later than the 20th day of the month prior to the purchasing month.

- * At most, 30% of the campaign budget may be used for a Top Time or a Top Time & RTL XL package. The total budget of Top Time package and the Top Time & RTL XL package must likewise be no more than 30% of the campaign budget.
- ** Can only be purchased for male target audiences, B2B, and the 20-49 and 35-49 age groups. Also possible in combination with Internet advertising.
- *** Can be purchased for the following audiences: 3-8 years, 3-5 years, 6-8 years, shoppers with 1 or more children and shoppers with 1 or more children from 0-5 years.
- **** Also possible via TIP (tipnl.nl) and Mediaview.



BUYING OPTIONS

PROGRAMME PACKAGES

By choosing one of the following programming packages, you can make your own selection regarding what will be most suitable for your campaign. The blocks must comply with a selectivity requirement with regards to the 20-49 years audience. For the 20-49 years audience, a selectivity requirement relating to the channels' core audiences must be complied with. Once the campaign has been scheduled, the timetable is set and can no longer be changed, except in the event of changes based on product hierarchy or prognoses. In such cases, we will contact you to arrange a suitable alternative.

SELECTIVITY REQUIREMENT: 20-49

AUDIENCES	SELECTIVITY
Shoppers w/ child, W20-49, W20-34, W35-39	115
Shoppers 20-49	105
20-34	100
M20-49	90

SELECTIVITY REQUIREMENT: CORE AUDIENCES OF CHANNELS

AUDIENCES	RTL 4 (S20-49)	RTL 5 (20-34)	RTL 7 (M20-49)	RTL 8 (W20-49)
20-49	90	85	85	75

SPECIFIC FIXED BUDGET

- You choose the channel yourself, as well as the commercial breaks.
- If over- or underperformance is expected, we will add or deduct breaks in consultation with you. This is done based on our prognoses.
- For the initial schedule, a large selective break selection (150%) is needed for each channel purchased.
- Over- or underperformance from the various purchasing types are credited/debited within the campaign.
- Optimisation of the broadcast timetable is possible using TIP and Mediaview.
- If you purchase for the channel's core target audience, then the audience index is two points lower.
- Minimum number of GRPs: 15
- Minimum duration: 7 days
- Product index:
RTL 4 & RTL 5: 123
RTL 7 & RTL 8: 121

SELECTIVE GRP

- You choose the channel yourself, as well as the commercial breaks.
- For the initial schedule, a large selective break selection (150%) is needed for each channel purchased.
- The actual number of GRPs achieved is charged.
- Optimisation of the broadcast timetable is possible, using TIP and Mediaview.
- If you purchase for the channel's core target audience, then the audience index is two points lower.
- Product index:
RTL 4 & RTL 5: 120
RTL 7 & RTL 8: 118

FIXED CONTROL

- You choose at least three channels, as well as the commercial breaks on these channels.
- If over- or underperformance are expected, we will add or deduct breaks in consultation with you. This is done based on our prognoses.
- For the initial schedule, a large selective break selection (200%) is needed for each channel purchased.
- If we have not received your break selection 4 days before the end of the sub-period, then we add blocks ourselves in accordance with our best judgement.
- The break selection must meet the budget distribution across the RTL channels. The budget distribution is published monthly on www.rtl.nl/advertieren.
- The broadcast timetable is fixed after the initial scheduling, but may be adjusted for specifically purchased broadcasting time.
- Over- or underperformance from the various purchasing types are credited/debited within the campaign.
- Optimisation of the broadcast timetable is not possible.
- Minimum number of GRPs: 15
- Minimum duration: 7 days
- Product index: 118

TIME SLOT PACKAGES

Time slot packages allow you to determine the time period in which the spots are broadcast. We arrange the schedules within this time period. With the exception of the Daytime package, the campaign is scheduled with RTL 4, RTL 5, RTL 7 and RTL 8. A channel can be excluded for a surcharge of 5% of the net GRP rate. In these types of packages, optimisation is not permitted, we can move spots, and over- or underperformance is credited or debited. The minimum duration of all campaigns is 7 days.



TOP TIME PACKAGE

- Spots are scheduled between 07.30 hours and 23.00 hours and during major events or programming.
- The major events and programming that are part of the Top Time Package are published monthly on rtl.nl/advertieren.
- The total budget of Top Time package and the Top Time & RTL XL package must be no more than 30% of the campaign budget.
- Minimum number of GRPs: 15
- Product index: 112

TOP TIME & RTL XL PACKAGE

- Spots are scheduled between 07.30 hours and 23.00 hours and during major events or programming on three channels of your choice.
- With RTL XL, the commercial is shown on the channel with the appropriate target audience. The ROC rate applies here.
- The total budget of Top Time package and the Top Time & RTL XL package must be no more than 30% of the campaign budget.
- No multiple spots can be used as part of the RTL XL package.
- Minimum number of GRPs: 12
- Product index: 112

EARLY & LATE TIME PACKAGE

- Spots are scheduled between 04.30 hours and 20.00 hours and between 22.30 and 00.30
- Minimum number of GRPs: 15
- Product index: 96

DAYTIME PACKAGE

- Spots are scheduled between 06.30 hours and 18.00 hours.
- For DRTV campaigns, you can fix your broadcasting timetable for a surcharge of 5%.
- Minimum number of GRPs: 5
- Campaigns targeted towards female audiences, shoppers and the 50+ age group are scheduled with RTL 4, RTL 5 and RTL 8 at product index 74.
- Campaigns targeted towards male audiences are scheduled with RTL 7 and RTL Z at product index 74.
- Campaigns targeted towards other audiences are scheduled with all RTL channels at product index 89.

NIGHT TIME PACKAGE

- Spots are scheduled between midnight and 2 a.m.
- Minimum number of GRPs: 5
- Product index: 74

ALCOHOL-ADVERTISING PACKAGE

- This package is only available for the advertising of alcoholic drinks.
- Spots are scheduled between 09.00 hours and 00.30 hours.
- Minimum number of GRPs: 15
- Product index: 107

THEME PACKAGES

Do you want to position yourself together with appealing themes such as motorsport, lifestyle, children's TV, news, crime or soccer? This is possible with one of the following packages: RTL GP, RTL Soccer, RTL Z & News, RTL Telekids, RTL Lounge & Daytime, and RTL Crime & Daytime. In these packages, you can also extend your campaign to websites related to this theme. For theme packages, we schedule the spots and we can move the spots within the theme concerned. Optimisation of the broadcast timetables is not possible. Over- or underperformance is credited or debited within the campaign. The minimum duration of all campaigns is 7 days.

RTL GP PACKAGE

- Spots are broadcast during RTL GP programmes.
- The RTL GP programming is published monthly on rtlNederland.nl/adverteren.
- Minimum number of GRPs: 15
- Product index for male audiences, B2B, 20-49 & 35-49: 113

RTL FOOTBALL PACKAGE

- Spots are scheduled for football programmes such as Voetbal International, the Jupiler League and the UEFA Europa League.
- Minimum number of GRPs: 10
- Product index for male audiences, B2B, 20-49 & 35-49: 113

RTL Z & NEWS PACKAGE

- Spots are broadcast on RTL Z (RTL 7) and during the morning/late news on RTL 4.
- Minimum number of GRPs: 5
- Product index for male audiences, B2B, 20-49 & 35-49: 78

RTL TELEKIDS PACKAGE

- Spots targeting children from 3-8 years and/or their parents are broadcast in between RTL Telekids programmes on RTL 8.
- This package is not available for the advertising of foodstuffs.
- Minimum number of GRPs: 5
- Rates are published for every quarter at rtlNederland.nl/adverteren.



RTL LOUNGE & DAYTIME PACKAGE

- Spots are broadcast on RTL Lounge between 02.00 hours and 26.00 hours, and on RTL 4 & RTL 8 between 06.30 hours and 18.00 hours.
- Minimum number of GRPs: 5
- Product index for shoppers, women and over 50s: 74
- Product index for other audiences: 89
- Purchasing for male audiences is not possible.

RTL CRIME & DAYTIME PACKAGE

- Spots are broadcast on RTL Crime between 02.00 hours and 26.00 hours, and on RTL 4, 5, 7 and 8 between 06.30 hours and 18.00 hours.
- Minimum number of GRPs: 5
- Product index for shoppers, women and over 50s: 74
- Product index for other audiences: 89

BUYING OPTIONS FOR RTL Z: THE NETHERLANDS' PREMIER NEWS CHANNEL

RTL Z is a renowned authority in the area of national and international financial, economic and general news. The channel's business-like character provides the ideal platform for addressing specific target audiences such as B2B, securities investors, 20-49 AB1 and over 50s. A variety of purchasing options exists, such as the RTL Z spot package or the RTL Z infomercials package. Infomercials may last for a maximum of 4 minutes, offering you plenty of time to get your message across, i.e. by means of a corporate film or the communication of positive annual returns. Billboarding, sponsorship and exposure via www.rtlz.nl can also be arranged. All options and rates can be found in the RTL Z newsletter. Would you like to receive this newsletter? If so, contact your account manager or send an e-mail to naw@rtl.nl.

ENTRY RATES

New advertisers who do not yet have a company contract can take advantage of very good entry rates. You can purchase our range of products and audiences at the entry rates shown below. These net basic prices apply to a 30-second commercial.

BUDGET	ENTRY RATE	BUDGET	ENTRY RATE
€ 0 - € 100.000	€ 1.540	€ 250.000 - € 500.000	€ 1.320
€ 100.000 - € 250.000	€ 1.415	€ 500.000+	€ 1.250

EXAMPLE RATE

A client has a net basic price of € 1,000. This customer wants to purchase a Top Time package in the 'Shoppers 20-49 years' audience in March for a 20-second commercial. The market index for March is set at 100.

CALCULATION:

Net basic price (€ 1,000) x 'shoppers 20-49 years' audience index (92) x seasonal index for March (87) x Top Time package product index (112) x market index for March (100) x 20-second spot index (0.75) = net GRP rate of Top Time package for March (€ 672.34).



OPTIMAL REACH



OPTIMAL REACH

POSITION IN BREAK (PIB) MARKERS

PIB markers increase the effectiveness of a spot campaign. In the company contract, agreements can be made regarding PIB markers during commercial breaks. The following surcharges apply, and the value of PIB markers is based on the GRPs achieved.

PIB MARKERS	TOESLAG OP NETTO GRP-TARIEF	PIB MARKERS	TOESLAG OP NETTO GRP-TARIEF
First position	25%	Second-to-last position	10%
Second position	15%	Last position	12,5%

FIRST OR LAST IN BREAK (F/LIB)

F/LIB positioning guarantees you first or last position in the commercial break of your choice. Purchasing a first or last place is only possible in combination with Specific Fixed Budget or Specific GRP. Surcharges on the net GRP rate: first position 25%, final position 12,5%.

CHARGING BY FLIGHT

In a campaign, you can purchase different flights that are not credited nor debited within the campaign. If you opt for charging by flight, then the duration of the flight must be longer than a month. The GRPs achieved in different months are credited nor debited within this flight. If you want to use multiple flights during one month that are not credited nor debited, then you can purchase them as Specific GRP.

LOCAL AD INSERTION

With local ad insertion, you can differentiate the adverts according to the region in which they are shown. We recognise a number of regions and you can define your communication areas yourself. Regional segmentation allows you to optimise the reach of the campaign, allowing you, for example, to generate leads for regional branches.

TV CAMPAIGN AS AN INTERNET STREAM SPOT

It is easy to extend your TV campaign as an in-stream spot on the RTL network. Conversion of your TV commercial into an in-stream spot is done free of charge. In addition to custom options, you can also select from a range of in-stream spot packages according to target audience and theme.



BILLBOARDING & SPECIAL ADVERTISING



BILLBOARDING AND SPECIAL ADVERTISING

BILLBOARDING: ADVERTISING WITH IMPACT

Billboarding is a proven method of advertising that enables you to increase brand awareness by creating a relevant link between the programme and the brand. Billboarding allows you to place your product or service at the centre of your target audience's daily experience. You benefit from the connection that has been created with viewers, the context, the popularity and the image of a programme. This results in a high reach and a high contact frequency, which makes billboarding a great way to increase brand awareness in a short time. Using billboards and break bumpers, an effective television campaign can be achieved at low production costs and in a short time. Up-to-date advertising options and rates can be found at rtl Nederland.nl/advertieren.

INCREASE YOUR REACH WITH MOVING BILLBOARDS

The moving billboard is an advertising form that allows you to tell a mini-story using multiple billboards. This method enables a wide variety of creative options to create a storyline within a programme. A distinctive start, middle and end billboard will make your commercial stand out even more.

SPECIAL ADVERTISING: AN EYE CATCHING EFFECT

The special-advertising option enables you to weave your commercial into the image and design of the channel/programme. This exclusive broadcast position and the creative design ensure a high attention value. It is not necessary to create your own commercial: we can take the entire production process - from concept to creative realisation - off your hands. There are six different types of special advertising:

IDENT SPOT

The commercial is intertwined with the design that opens the commercial break (ident). The ident then naturally flows into the commercial break. Product index: RTL 4: 161, RTL 5 & RTL 7: 158, RTL 8: 155.

BLOCK CLOSER

The commercial is intertwined with the design that closes the commercial break. The closer is used in combination with the ident spot, so you claim the entire commercial break. Product index: RTL 4: 161, RTL 5 & RTL 7: 158, RTL 8: 155.

BRANDED SPLIT

The commercial is intertwined with the RTL programme schedule, which is then followed by the programme. Product index: 166

FRAME SPLIT

The commercial is placed between two programmes with the look & feel of the channel. At the bottom of the screen is a clock counting down to the next programme. Product index: 166.

CONTENT SPLIT

The commercial is placed between two programmes with the look & feel of the channel. Furthermore, the commercial is linked to topical content, such as the weather report or sports results. Product index: 171.

OVERLAY BANNER

The commercial can be seen as a banner during programmes. Product index: 181.

PRODUCT	POSITION	INDEX
Ident spot	Prior to the commercial break	RTL 4: 161, RTL 5 & RTL 7: 158 RTL 8: 155
Block closer	At the end of the commercial break	RTL 4: 161, RTL 5 & RTL 7: 158 RTL 8: 155
Branded split	Integrated into the programme schedule	166
Frame split	Between two programmes	166
Content split	Topical content during the programme	171
Overlay banner	During the programme	181

Minimum basic price is € 640,-.

Research by Vos & Jansen into the effects of the ident spot show that:

- Spontaneous advertising recall for an ident spot is at least twice as much as for a regular commercial during the commercial break.
- The majority of people surveyed consider ident spots to be an original (65%) and distinctive (56%) method of advertising.
- The ident spot has clear added value with regard to advertising recall compared to ordinary commercials in first position: recall of the ident spot is 32% higher.
- Product recall is significantly better for ident spots than for regular commercials: the spontaneous product recall of the ident spot is no less than 58% higher.



CONTACTPERSONS

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TV SPOT

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GENERAL TERMS AND CONDITIONS



RTL NETHERLANDS OFFERS MORE:

- Thanks to the real-time processing of contract data in Mediaview, it is possible to evaluate your schedule, print out a recent order confirmation or view programme changes at any time of day.
- You can add or cancel broadcast time and PIB markers via TIP or Mediaview. The alterations are automatically processed by our broadcast-time reservation system.
- In addition to doing our utmost to meet your campaign objectives, we also always do our utmost to meet weekly targets and spot-length targets.
- You can deliver your digital commercial until 12 noon on the day before broadcast.
- You can make adjustments to your campaign until two days before the scheduled broadcast.
- We will process your requests for the current month within 24 hours and your requests for the following month within 48 hours.
- Via rtl nederland.nl/adverteren, we publish the gross costs per GRP rate, which is used to calculate the gross cost of campaigns.
- Our prognoses for all commercial breaks for various audiences are published on TIP and can be read in Mediaview.
- Special rates apply to charitable organisations. These rates can be found via rtl nederland.nl/adverteren.
- Together with Ad-just, we can make a commercial for you or make regional versions of existing commercials.
- Your television commercial can be converted to an in-stream spot free of charge.

On our internet site (rtl nederland.nl/adverteren), you can find lots of information about our media, programming and purchasing options, such as reports of audience figures, channel profiles, sales promotions and examples of our crossmedia cases. The site also includes the latest news, contact details and emergency telephone numbers.

BRIEF SUMMARY OF THE TERMS AND CONDITIONS FOR PURCHASING SPOT BROADCAST TIME ON RTL NETHERLANDS CHANNELS IN 2012*

- Packages purchased in bonus broadcasting time are charged according to the GRPs achieved.
- If the break selection is incomplete and/or does not meet the selectivity requirement when a programming package is requested, then your package will not be scheduled.
- The minimum duration of a package, with the exception of Specific GRP, is 7 days. A shorter duration is only possible by excluding 1 to 3 days. A surcharge of 5% of the net GRP rate applies. Packages in which more than 3 days are excluded can only be purchased as Specific GRP.
- If the duration of a package is longer than 8 days, there is an option to exclude a weekday without surcharge; if 2 or 3 weekdays are excluded, a surcharge of 5% applies. Packages in which more than 3 weekdays are excluded can only be purchased as Specific GRP.
- At the end of the month, all over- or underperformance for packages purchased from us - with the exception of Specific GRP - are credited/debited, but never above the total requested budget.
- If the budget or the duration of the original request is lowered or shortened during the month, then the package is charged based on the number of GRPs realised.
- Package spots that have already been booked cannot be transferred to a product with a lower product index.
- Time-slot packages are scheduled on all our TV channels. A surcharge of 5% of the net GRP rate applies to the exclusion of a channel.
- Packages in which more than two channels are excluded can only be purchased as Specific Fixed Budget or Specific GRP packages.
- For break selections in the case of Specific Fixed Budget, Specific GRP and Fixed Control packages, multiple requested breaks in the same programme on the same day are seen as a single requested break.
- For each package, a maximum of 3 different spot lengths can be requested. For packages with more than 3 spot lengths, a surcharge of 5% of the net GRP rate of the entire package applies for each spot length.
- For each package, a maximum of 4 different subperiods can be requested. For packages with more than 4 subperiods, a surcharge of 5% of the net GRP rate of the entire package applies for each subperiod.
- No product exclusivity applies for the commercial breaks on RTL Z, RTL Telekids, RTL Lounge and RTL Crime.
- The minimum duration of a subperiod is 7 days.
- Index correction only applies to multiple spots that consist of a basic spot and a reminder. The reminder refers back to the basic spot and cannot be broadcast alone.
- In the case of multiple spots, the minimum GRP conditions apply to the main spot.
- The minimum GRP conditions apply for each spot length requested.
- A surcharge of 10% of the net GRP rate applies to joint promotions.



- Both RTL and the media agency are responsible for allocating contracted PIB markers. Positions are scheduled equally across the entire time period. An even distribution of the first, second, penultimate and final position in the break is taken into account. This is a best-effort agreement.
- All products mentioned are offered are offered subject to availability.

SPECIAL ADVERTISING: TERMS AND CONDITIONS

- The minimum duration of special advertising is 7 days. A shorter duration is only possible by excluding 1 to 3 days. A surcharge of 5% of the net GRP rate applies. Rates for special advertising which excludes more than three days is calculated based on the GRPs achieved.
- All forms of special advertising are credited/debited within the campaign.

* A complete summary of the General Terms & Conditions and the Terms & Conditions for Purchasing Spot Broadcast Time on RTL Television Channels in 2012 can be found at rtl nederland.nl/adverteren.

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All offers and agreements with RTL Netherlands are subject to the 'General Terms & Conditions of RTL Nederland B.V.' These are available on request and can also be found at rtl nederland.nl/adverteren.

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