

IAUD

Media Data
2023



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 and video and technology specialist smartclip. Ad Alliance is also a service provider for Media Impact as well as rtv media group 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.



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.



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



TV



AUDIO



DIGITAL



ATV





Podcast advertising with Ad Alliance

The medium of the hour

Audio – the media genre of the hour: Offering closer targeting than almost any other medium, podcasts with mass-appeal but above all those featuring very niche topics are just the right thing for every consumer and ensure exceptionally tight bonds with listeners.

With numerous spin-off formats from our flagship TV and print brands and their popular protagonists, our podcast offerings have enormous propulsion right from the start and are great for combining with traditional campaigns. Impressive original podcasts also open up completely new subject areas for native fusion with your advertising message.

The Ad Alliance commitment to quality

- Premium quality in 100% brand-safe environments
- Placement of the advertising messages in editorially created podcasts
- Maximum transparency via podcast lists for the theme-based channels
- Only genuine downloads thanks to IAB certification

Ad Alliance inventories

Podcast

- Placement of advertising messages in all episodes of the selected podcast

Theme-based channels

- Theme-based channels based on environments, e.g. entertainment, crime, business channels, and many more.
- Placement of the advertising messages in all podcasts associated with the theme-based channels and their episodes

Network

- Placement of the advertising messages in all Ad Alliance podcasts

Ad Alliance billing forms & booking channels

Booking channels: Insertion order

Invoicing forms: CPM on AI basis

Minimum booking volume: € 10,200 N2

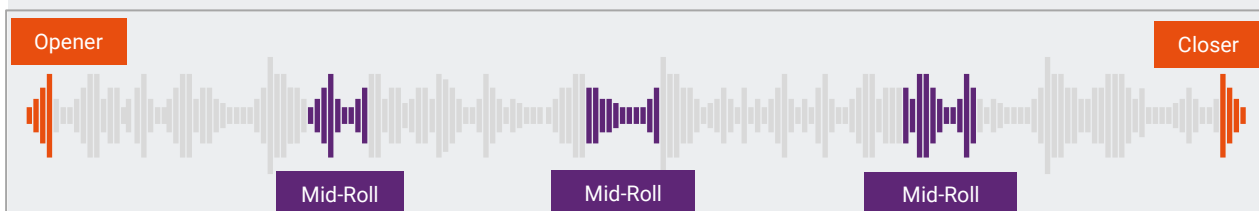
Payment terms:

- Payment due within 10 days of invoice date
- Within this period, a discount of 2% is granted, unless there are older claims outstanding
- The production costs are not eligible for discount, not discount forming and not part of further customer- and agency-related agreements

Podcast advertising formats

Podcast – Native products

All advertising products are inserted using Dynamic Ad Insertion via our AdServer according to the following ad block scheme:



Overview of ad types

- **Sponsoring**
 - Tight listener bond as supporter of a podcast over a long period of time
 - Placement in Opener and Closer
- **Mid-Roll (Placement)**
 - Individually designed advertising message
 - Placement within the content in the Mid-Roll positions
- **Storytelling**
 - Linking of the content of several ad blocks, for example to tell an individual advertising story within a podcast
 - Placement within the content in at least two Mid-Roll positions

In addition, the target group can be addressed even more specifically with the aid of targeting:

- **Geo-targeting**
 - Targeted insertion of the advertising message at the selected user location. Bookable combinations: federal states as well as cities/towns and postcodes

All of our audio ads are recorded by professional speakers as a full service. We differentiate between two 'read types'

- **Host-read / co-host-read**
 - The advertising message is recorded by the podcast host / co-host personally
 - 4 weeks lead time (shorter lead times are also possible upon arrangement)
- **Producer-read**
 - The advertising message is recorded by professional, neutral speakers in the style of a host-read
 - This enables easy scaling across multiple podcasts while still maintaining high native quality
 - 3 weeks lead time (shorter lead times are also possible upon arrangement)



Excerpt from podcast portfolio

Family & Kids	Sustainability	Coaching & Health	Crime	TV & Entertainment
Politics & News	Knowledge	Business & Tech	Food	Sports

Our theme-based podcast channels

ENTERTAINMENT				BUSINESS			
COACHING & HEALTH				KIDS & FAMILY			
SUSTAINABILITY				SPORTS			



Contact

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The General Terms and Conditions of Ad Alliance GmbH apply,
available at www.ad-alliance.de/agb.

For the marketers Media Impact GmbH & Co. KG and rtv media group GmbH, Ad Alliance GmbH acts as a service provider:

For Media Impact, Ad Alliance GmbH acts in the name and on behalf of Media Impact GmbH & Co. KG,
for rtv media group, Ad Alliance GmbH acts in the name and on behalf of rtv media group GmbH.

Their respective current General Terms and Conditions apply, available at
www.mediaimpact.de/de/agb resp. <http://www.rtv-mediagroup.de/de/agbs> unless otherwise indicated.