



# Rate card

# 2024

**global**  
Making everyone's day brighter





# OOH CALCULATION

$$€69,- \times \text{VOLUME} \times \text{MONTH INDEX} \times \text{OPTIMALISATION}$$

The media rate for a traditional Out-of-Home (OOH) campaign is calculated by multiplying the base price with 3 different indices. This rate excludes the production cost of the posters.

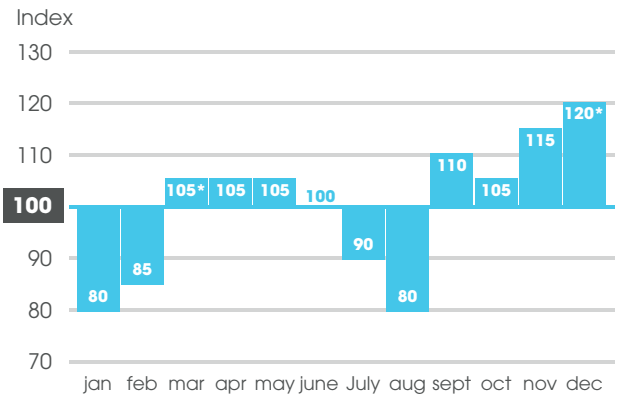
## VOLUME

OOH faces are calculated through volume categories and are evenly distributed based on the zip code area.

Vlakken	Index
Between 1 and 49 faces	200
Between 50 and 199 faces	125
Between 200 and 999 faces	100
Between 1.000 and 1.999 faces	75
More than 2.000 faces	70

\*Important: indices only apply for panels of chosen volume category

## MONTH INDEX OOH



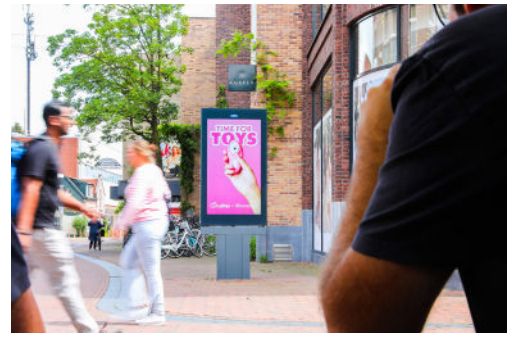
\*The following weeks are excluded

Week	Index
Week 13 (Easter)	125
Week 51 (Christmas)	125

## OPTIMALISATION

Optimisations are add-ons that will improve the effectiveness of an OOH campaign.

Point of Interest & Point of Sale	Index
Advertising close to selected locations	110
<b>Geographically</b>	
Advertising in a selected part, or in a whole specified municipality	110



# DOOH CALCULATION

€9,50 X VOLUME X MONTH INDEX X OPTIMALISATION

A Digital Out Of Home (DOOH) campaign is calculated by CPM, the cost per 1000 contacts. The CPM rate is calculated by multiplying the base prices with 3 different indices.

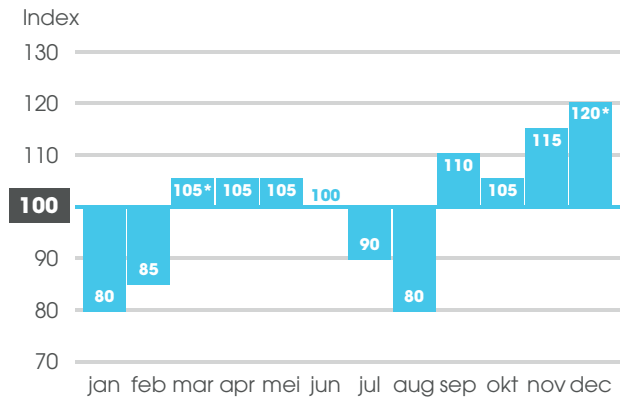
## VOLUME

A DOOH campaign is charged based on D-OTS contacts and can be utilized through the contact volume categories.

D-OTS contacts	Index
1 - 2.500.000	100
2.500.001 - 5.000.000	90
5.000.001 - 10.000.000	80
10.000.001 - 20.000.000	70
20.000.001 - 40.000.000	60
> 40.000.000	50

\*Important: indices only apply for contacts in chosen category.

## MONTH INDEX DOOH



\*The following weeks are excluded

Week	Index
Week 13 (Easter)	125
Week 51 (Christmas)	125

## OPTIMALISATIE

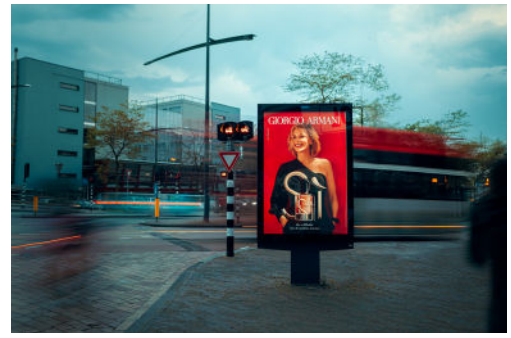
Optimisations are add-ons that will improve the effectiveness of a DOOH campaign.

Run of Network	Index
Global decides the distribution of contacts on the digital screens on the Dutch Rail (NS), in the shopping malls, supermarkets, petrol stations, on the go en on the street.	60
<b>Target audience package</b> Families with children, students, business decision makers, grocery shoppers and high society.	100
<b>Network package</b> Dutch Rail (NS), Urban, Supermarkets, On the Go and Retail.	100
<b>Targeting</b> Advertising on specific days, time slots and or locations.	100

## EXTRA POSSIBILITIES

Branded Content, Always-On, B Corp

price on request



## RESEARCH

Outdoor Ad Impact Forecaster (Advisory rapport within 48 hours)	€ 950,-
Effect analysis campaign	€ 8.500,-
<i>Additional cost for a campaign of multiple weeks</i>	€ 4.000,-
<i>Additional cost for an integrated store visit effect analysis</i>	€ 1.500,-
<i>Additional cost for a DOOH optimized effect analysis on spot level</i>	€ 1.500,-
Category entry point analysis	€ 15.000,-
Cross media analysis	€ 17.500,-

## CREATION

Poster creation based on existing materials	€ 500,-
A custom poster	€ 1.000,-
Video creation based on existing materials	€ 1.000,-
A custom video	€ 2.000,-
Converting dimensions (portrait - landscape) is always free	€ 0,-
Discover how a creation looks on the streets through our Advertising Viewer	€ 0,-
We offer free creation consultations	€ 0,-

## SPECTACULAR\*

Concept development	€ 0,-
Wrapping a DOOH face	€ 1.000,-
Wrapping a bus shelter	€ 2.500,-
3D elements	€ 3.500,-
Touch screen	€ 11.250,-
AR/VR	€ 5.000,-

\*The rates are indicative and exclude permit fees.