

Rate card 2024





Adshel



Education Media

Out of Home (OOH)

Digital Out of Home (DOOH)



City Live



Inner City Live



Education Media Live

Out of Home (OOH)





Adshel

Nationwide network

Throughout the Netherlands, you can find bus shelters and freestanding panels featuring advertising windows. Visible 24/7 in the streetscape, they are unmissable. Our network encompasses over 16,000 advertising spaces, strategically located in major cities such as Utrecht, Eindhoven, Leiden, Maastricht, and Almere.



Education Media

Reach Gen Z

With the Education Media Network, you can connect with Gen Z in one of their most frequented locations—school. From secondary schools to vocational schools, colleges, and universities nationwide, our panels are strategically placed in high-traffic areas, including the auditorium, entrance/exit, main hall, and stairwells.

OOH network

Rate calculation OOH network:

Base rate \times volume index \times network index \times week index

Base rate

€ 75 per face per week

Volume index

< 250 faces per week	1,75
250 - 1.500 faces per week	1,25
1.500 - 2.250 faces per week	1
2.250 - 2.750 faces per week	0,95
> 2.750 faces per week	0,9

Network index

National	1
Local	1,25
Target with data	1,25
Selective	1,5

Week index

1	0,85	11	1,1	21	1,2	31	1	41	1,2	51	1,25
2	0,9	12	1,15	22	1,2	32	1	42	1,2	52	1,25
3	0,95	13	1,25	23	1,15	33	1	43	1,2		
4	1	14	1,1	24	1,15	34	1,15	44	1,2		
5	1	15	1,1	25	1,15	35	1,15	45	1,25		
6	1,1	16	1,1	26	1,15	36	1,25	46	1,25		
7	1	17	1,25	27	1	37	1,25	47	1,25		
8	1	18	1,2	28	1	38	1,25	48	1,25		
9	1,1	19	1,25	29	1	39	1,25	49	1,25		
10	1,1	20	1,2	30	1	40	1,2	50	1,25		

Tailored reach

Do you have a specific target audience or do you want to advertise in certain locations? No problem! We are happy to create a tailored proposal that perfectly fits your needs.

Education Media Network

Rate calculation OOH network:

Base rate \times volume index \times network index \times week index

Base rate

€ 70 per face per week

Volume index

< 250 faces per week	1,5
250 - 750 faces per week	1
> 750 faces per week	0,95

Network index

National	1
Local	1,25

Period index

1 week	1
2 weeks	0,9

Tailored reach

Looking to advertise in specific cities or target specific education types? No problem! We are happy to create a tailored proposal that perfectly fits your needs.



Digital Out of Home (DOOH)



City Live

On the street

Explore our City Live network at prime street locations, spread across the Netherlands. Our screens are strategically positioned in and around city centers, such as Utrecht, Almere, Eindhoven, Den Bosch, and Tilburg. Additionally, you'll find them in charming locales like Valkenburg, Gouda, Hoorn and many more.



Inner City Live

Parkings

Our Inner City Live network is strategically located in parking lots within major cities, including Amsterdam, Rotterdam, The Hague, Leiden, and Maastricht. Whether people are shopping, enjoying an evening out, or attending a business appointment, their journey often begins and ends in a parking lot.



Education Media Live

Education

With our Education Media Network, you reach Gen Z where they are almost every day: in school. Whether it's a secondary school, vocational school, college, or university! Our screens are strategically placed in high-traffic areas, including the auditorium, at the entrance/exit, and in the central hall.

Live networks

Rate calculation Live networks:

$\frac{\text{Number of contacts}}{1.000} \times \text{base rate} \times \text{volume index} \times \text{network index} \times \text{week index}$

Base rate

City Live and Inner City Live: €7,50 per 1.000 impressions (CPM)

Education Media Live: €9,00 per 1.000 impressions (CPM)

Volume index

< 2,500,000 impressions	1,1
2.500.000 - 5.000.000 impressions	1
5.000.000 - 10.000.000 impressions	0,95
10.000.00 - 15.000.000 impressions	0,9
15.000.000 - 20.000.000 impressions	0,85
20.000.000 impressions	0,8

Network index

Run of Network	1
Target met data	1,35
Selective	1,5

Week index

1	0,85	11	1,1	21	1,2	31	1	41	1,2	51	1,25
2	0,9	12	1,15	22	1,2	32	1	42	1,2	52	1,25
3	0,95	13	1,25	23	1,15	33	1	43	1,2		
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5	1	15	1,1	25	1,15	35	1,15	45	1,25		
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9	1,1	19	1,25	29	1	39	1,25	49	1,25		
10	1,1	20	1,2	30	1	40	1,2	50	1,25		

Delivery is consistently executed through proportional distribution of contacts during the campaign period.

Upon request, delivery based on Frequency/SOV is also available, with an additional 10% charge.

Tailored reach

Do you have a specific target audience or do you want to advertise in certain locations? No problem! We are happy to create a tailored proposal that perfectly fits your needs.



From research to creation

For a campaign to succeed, selecting the best locations is not enough. The message and creation also play an important role. So it is good to gather as many insights as possible, both before and after the campaign. One of our tools you can use prior to a campaign is the Visual Scan. Based on algorithms, it predicts how attention will be divided between the first 3-5 seconds of your outdoor expression. Based on the results, we make a number of recommendations. You can request a scan free of charge via your account manager. In addition, we regularly conduct customised research to find answers to various questions.

Stand out? Create a special!

Our Create team makes your brand stand out even more on the street with a wide variety of specials. Wondering what we have done before? [Take a look at our cases here](#). Also want to stand out? We would be happy to schedule a brainstorm session!



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