



# Rate card AH Retail Media Services

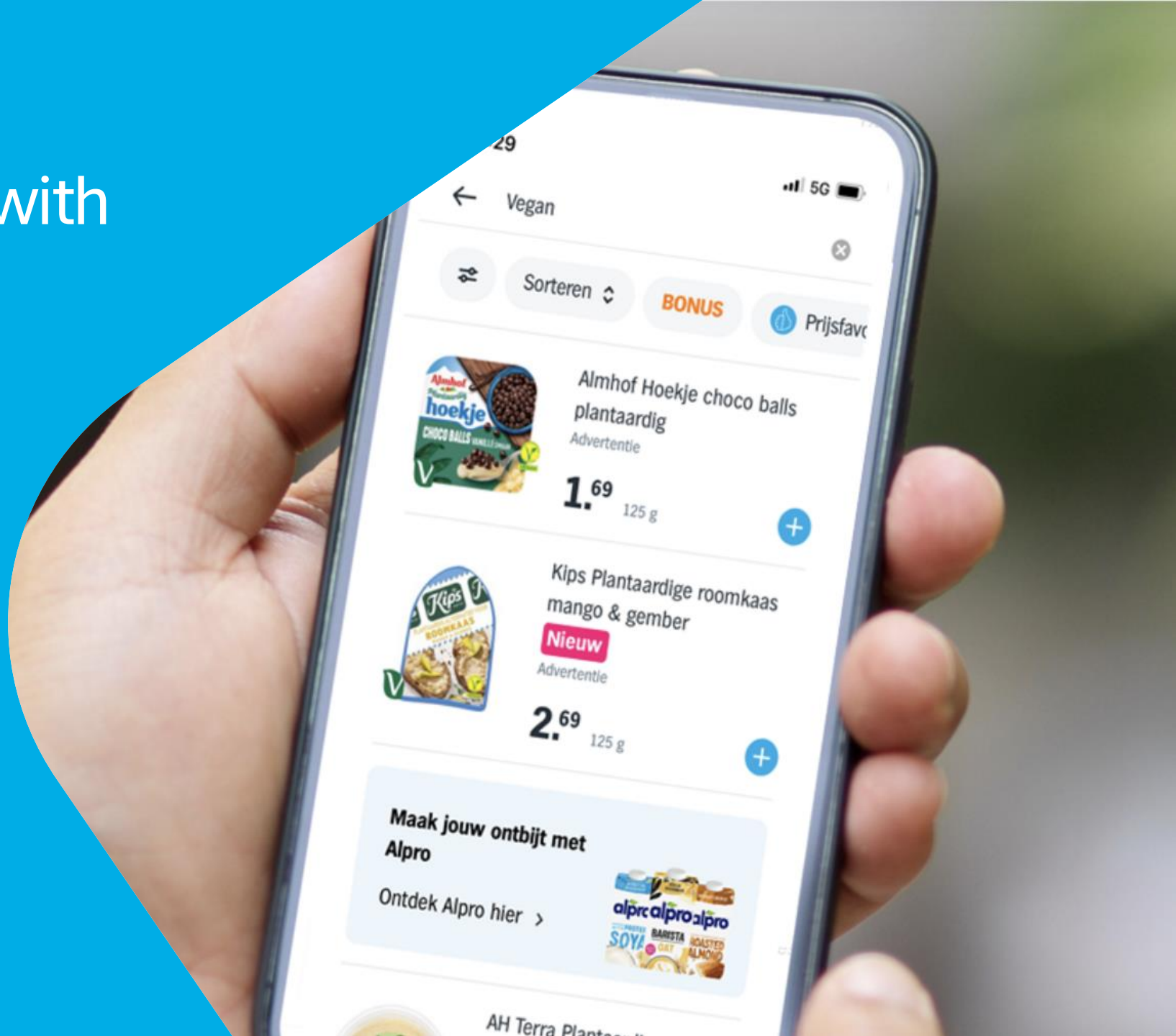
2026

# Maximize impact with AH Retail Media

Do you want to reach millions of consumers? AH Retail Media Services offers media solutions across every stage of the customer journey: from inspiration to purchase.

Retail Media is popular because of its proven effectiveness: reaching the right audience, at the right moment, with a relevant message. Powered by our first-party data, your retail media campaign becomes even more impactful: we know our customers better than anyone.

Curious about what we can do for your brand? In this rate card, you'll find an overview of the possibilities and associated costs.



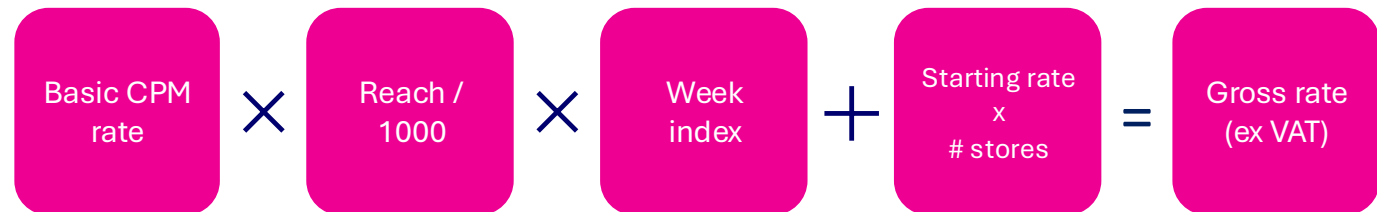
# Instore

With more than 1250 stores across the Netherlands, we reach millions of people every week and help fill 7 million plates every day.

Through instore retail media, you connect with shoppers at a crucial moment in the customer journey: the point of sale (POS).

AH Retail Media Services offers a wide range of solutions, allowing us to create campaigns that are always aligned with your objectives.

## Calculation of instore rates



Explanation of campaign formula terms:

**Base CPM rates** = cost per reach of 1000 consumers

**Weekindex** = index based on demand and season. Ask your RMS accountmanager for the indexes

**Reach** = number of consumers reached instore with the campaign

## Instore reach

We work with CPM rates. This means you pay for the reach of your campaign. The reach of an instore campaign depends on various factors, such as the number of stores you're activating, the period and the product category. Want to know more about our campaign reach and rates? Ask your contact person at AH RMS!

*AH Retail Media Services uses market indexes during certain periods.*

# Instore

Instore solutions*	CPM rate	Start rate per store
VSB + wobblers	€17	€12
VSB + floor sticker + wobblers	€19	€12
Refrigerator door sticker + wobblers	€16	€12
Refrigerator door flag or Realtor sign + wobblers	€17	€12
Promotion table	€120 per promo table	
<b>Demo's</b>	<b>Base rate</b> Per day, per store	
AH XL stores – without food preparation	€580	
AH XL stores – with food preparation	€645	
AH regular stores – without food preparation	€535	
AH regular stores – with food preparation	€585	
Cooking studio in AH XL	€1690 (per week, per store)	
<b>Instore theme squares</b>	<b>Base rate (floorfee)</b> Per day, per store	
Instore theme square	€130	
Instore theme square XL stores	€200	
<b>RADs</b>	<b>Rate</b> per RAD, per store (1 week)	<b>Explanation</b>
Cardboard RAD (XL and regular stores)	€107	Cardboard RADs are based on store registration

\*Looking for something more special? Of do you want to learn more about our second placement activation solutions? Please reach out to us!

# Digital video screens Frontstore & instore

Capture attention and communicate your brand or sales message in a powerful way.

Use in-store video screens to attract shoppers to your shelf or to reach a broad audience with your campaign message.

Will you opt for maximum reach, or use the screens in a more targeted way to connect with a specific audience?

## Weekindexes for Front store screens, Entrance screens and Handscanners

See p.8



# Digital screen (DOOH) packages

Store front screens	Rate	# stores estimate	# screens	(D-OTS) reach estimate	CPM
Small	€34.970	130	275	7,0 million	€5
Medium	€62.947	260	550	14,0 million	€4,50
Large	€83.929	393	825	21,0 million	€4
Extra Large	€97.917	524	1100	28,0 million	€3,50
<b>Entrance screens</b>					
Small	€35.053	233	233	2,5 million	€14
Medium	€65.099	466	466	5,0 million	€13
Large	€90.266	700	700	7,5 million	€12
<b>Instore take-over</b>					
Small	€24.750	250	750	4,5 million	€5,50
Medium	€47.250	500	1500	9,0 million	€5,25
Large	€67.500	750	2250	13,5 million	€5
<b>Checkout screens</b>					
Medium	€32.400	300	750	5,4 million	€6
Large	€54.000	600	1500	10,8 million	€5

Weekly index applicable, see p.8

# Digital screen (DOOH) packages

Bonus aisle screens	Rate	# stores estimate	# screens	(D-OTS) reach estimate	CPM
AH XL winkels	€6.003	30	160	0,8 million	€7,00
AH winkels	€16.099	100	340	2,5 million	€6,50
AH XL & AH winkels	€20.006	130	500	3,3 million	€6,00

## Wine aisle screens

Medium	€7.500	150	150	400.000	€18,75
Large	€15.000	300	300	800.000	€18,75

## Handscanners

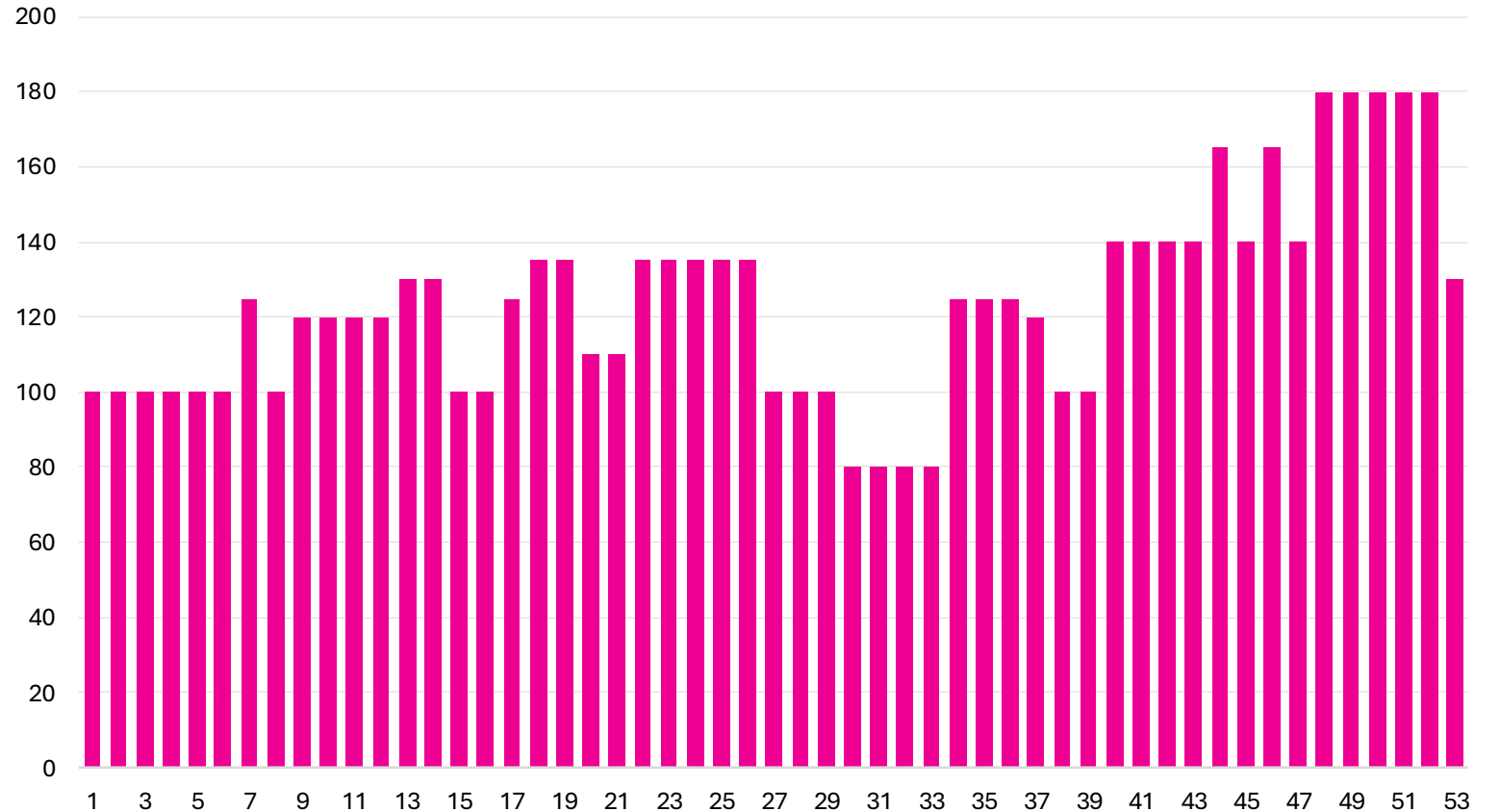
			Rate per store		
Small	€30.520	218	€140	3,8 million	€8,00
Medium	€59.133	436	€136	7,6 million	€7,75
Large	€85.969	655	€131	11,5 million	€7,50

Weekly index applicable, see p.8

# AH Retail Media Weekindexes 2026

## DOOH

### Front store, Entrance & Handscanners



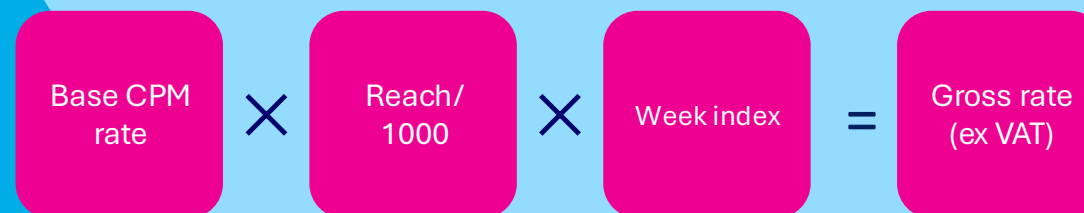
Albert Heijn Retail Media Services reserves the right to adjust the weekly indices during the year.  
 Any changes to the weekly indices will be communicated with a notice period of three months.  
 No rights may be derived from the rates stated. All rates are subject to printing and typographical errors.

# Online Banners ah.nl & AH App

Every week, more than 3 million people visit AH.nl and 4.5 million people use the AH App.

With AH Display Banner advertising, you decide who you want to reach and when to engage them along the customer journey, from the moment of inspiration (“*What’s for dinner tonight?*”) to the moment of (online) purchase.

## Calculation of online rates



Explanation of campaign formula terms:

**Base CPM rates** = Cost per reach of 1000 consumers

**Reach** = number of consumers reached with the banner

**Week index** = index based on demand and season. See the table below for the indexes

## Week indexes Online

	Wk 35-39	Wk 40-52
<b>Bonus positions web &amp; app</b>	1.1	1.4
<b>Off-site</b>	1.1	1.3

# Online

<b>Display banner - Web</b>	<b>CPM rate Managed</b>	<b>CPM rate SSP Guaranteed</b>	<b>CPM rate SSP Auction (Floorprice)</b>
Homepage*	€21	€18	€16
Bonus regular*	€19	€16	€14
Bonus Booster*	€28,5	€25,5	€23,5
Bonus Highlight	€23	€20	€18
Category page	€24	-	-
Allerhande Recipe banners*	€18,5	-	-
<b>Display banner - App</b>			
Homepage*	€26	€23	€21
Bonus*	€30,5	€27,5	€25,5
Allerhande banners*	€23,5	€20,5	€18,5
<b>Video Web &amp; App</b>			
Allerhande pre-roll video - 6 sec	€24,5		
Allerhande pre-roll video - max 15 sec	€35,5		

\*Also available as a video banner. Rates are the same as the CPM rate per banner position.

*For some periods and positions a weekly index is used, see p. 9*

# Online - targeted

<b>AH Audiences op ah.nl en AH App</b>	<b>CPM rate Managed</b>	<b>CPM rate SSP Guaranteed</b>	<b>CPM rate SSP Auction (Floorprice)</b>
Bereik Booster*	€21	€18	€16
Bonus pakket*	€25	€22	€20
Allerhande package*	€14	€11	€9
<b>Search</b>	<b>CPM rate Managed</b>	<b>CPM rate SSP Guaranteed</b>	<b>CPM rate SSP Auction (Floorprice)</b>
Reach Booster	€21	€18	€16
Allerhande package	€14	€11	€9
<b>Sponsored Products</b>	<b>CPC rate</b>		
Sponsored Products at AH.nl and AH App	From €0,20		
<b>Off-site</b>	<b>CPM rate</b>		
Display (DPG & Marktplaats) – IAB Standard	€9		
Display (DPG & Marktplaats) – IAB High Impact	€12		
YouTube Efficient Reach	€15		
YouTube Non-skippable ads	€20		
Demand Gen	CPC rate: €2		

\*Also available as a video banner. Rates are the same as the CPM rate per banner position.

For some periods and positions a weekly index is used, see p. 9

# Delivered at home

## Samples in crate

	Rate per sample	Explanation
Shelf-stable samples	€0,60	The costs of the samples are covered by the advertiser
Refrigerated samples	€0,66	The costs of the samples are covered by the advertiser
Frozen samples	€0,90	The costs of the samples are covered by the advertiser
Premate label at productpage	Fixed: €3.000	Label is placed online next to the product(s) eligible for the premium promotion

## Flyers in crate

Flyer combined with a sample in crate	€0,40	The flyer is provided by the advertiser
Flyer in home delivery crate	€0,53	The flyer is provided by the advertiser
Coupon code on flyer	€0,10	

## Newsletter

### CPM rate

AH newsletter banner	€7
----------------------	----

## Delivery van stickers

### 1 month

### 3 months

### 5 months

10	€35.000 CPM: €31,25	€60.000 CPM: €17,85	€80.000 CPM: €14,28
20	€70.000 CPM: €31,25	€100.000 CPM: €14,88	€150.000 CPM: €13,39
100	€350.000 CPM: €31,25	€475.000 CPM: €14,13	€500.000 CPM: €8,92

# Loyalty 1-on-1 marketing

Do you want to connect with your target audience in a personalized and highly targeted way?

With one-to-one loyalty marketing, you can. By analyzing purchasing behavior, we reach the audience that best aligns with your objectives.

Whether it's an Extra Deal offer, Free Sample, or Themed Mailing, you can enhance brand engagement, introduce your audience to new products, and encourage more frequent purchases.

## Calculation of 1-on-1 marketing rates

$$\begin{array}{c} \text{Base} \\ \text{CPM rate} \end{array} \times \begin{array}{c} \text{Reach /} \\ \text{1000} \end{array} + \begin{array}{c} \text{Production} \\ \text{costs} \end{array} = \begin{array}{c} \text{Gross} \\ \text{rate} \\ \text{(ex VAT)} \end{array}$$

1 on 1 marketing	CPM rate	Production costs
Extra Deal - standard	€73,5	€3.000
Free Sample mailing	€40	€5.000
Themed mailing (per brand)	€68,25	€5.000



Extra Deal



Free sample mailing