2025 OFFER

Purchase options radio / television / online

Ster reclame

STER IN 2025

STER TURNS 60

This year marks a special milestone: Ster celebrates its 60th anniversary. For the past 6 decades, Ster has been the dependable and trusted partner for brands, media and advertising agencies when purchasing advertising space around the public broadcaster's programmes. Whether it is radio, TV or online advertising, Ster is the place to be for running successful campaigns.

For 60 years Ster has also played a stabile and vital role in establishing an independent public broadcasting corporation with a substantial annual contribution to the media budget. A public broadcaster that produces high-quality and trustworthy programmes for all Dutch people. And so, Ster plays its part in providing millions of viewers and listeners with versatile programmes by the public broadcaster, day in, day out.

Photography cover: William Rutte

STER GOUDEN LOEKI: 30 YEARS OF ICONIC COMMERCIALS

In addition to Ster's 60th anniversary, we have another celebration: *Ster Gouden Loeki* turns 30 this year. The one and only people's choice award for commercials will be presented for the 30th time in 2025. It is an award celebrating the best, most beautiful or most extraordinary commercial in the Netherlands, chosen by the viewers.

At Ster we believe in the power of advertising. With the *Ster Gouden Loeki* we aim to stimulate brands and advertisers to make attractive commercials. This special 30th edition introduces something new: for the first time we will be turning the spotlight onto charities, by placing them in their own category and presenting a unique people's choice award. The winners of the Golden, Silver and Bronze Charity Loekis will be announced in March.

GREAT OPPORTUNITIES FOR YOUR BRAND IN 2025

The programmes and content of the public broadcaster are well viewed and listened to, receive high ratings and draw both a wide audience and specific target groups. This allows you to reach everyone through Ster. Using this great coverage and our knowledge and insights, we will gladly look for new and exciting opportunities for your brand.

NEW IN 2025

The purchase options for online have been expanded. Besides organisations of general public interest, commercial parties may now also purchase display. This puts your banner campaign in full view on the public broadcaster's digital channels.

You will find the purchase options for display on page 21 under the header 'online'.

ADVERTISING WITH THE PUBLIC BROADCASTER

New talk shows, high-quality drama series, powerful documentaries and events bring an audience of millions to your brand.

PREVIEW

The programmes by the public broadcaster are informative, inspiring and bring Dutch society together. This year focuses on a fresh and revamped offer of talk shows, such as Eva, Bar Laat and Carrie op Vrijdag. Additionally, viewers can look forward to original Dutch, high-quality drama series and powerful documentaries.

One such documentary is Het Verhaal van Nederland; this time around, it tells the history if our capital city. Naturally, the viewers' favourites, such as Boer zoekt Vrouw, Wie is de Mol? and De Slimste Mens shall also return. And this is merely a sampling of all that is on offer!

EVENTS

Throughout the entire year, the calendar is filled with great events. The first few months of the year are dominated by speed skating. We also have the Orange squad's World Championship qualifying matches to look forward to, plus Eredivisie football and the Women's European Football Championship, the Tour de France and the Formula 1 in Zandvoort.

There are also powerful multi-medial events such as The Passion, the Eurovision Song contest, 3FM Serious Request and the Top 2000, that always draw in millions of listeners and viewers.

REGIONAL PUBLIC BROADCASTERS

Did you know that as of 2024 we provide the national sale of the regional public broadcasters, both on radio and on television? The 14 broadcasters witness what is happening in local society and endeavour to reach a large and wide audience with their public media offer.

The regional public broadcasters cover local events, such as carnival, skûtsjesilen, the 4Days Marches and numerous other special moments that bring people together. This is how you can reach the heart of the region.

More information can be found at **ster.nl/regionaal**

SCORE WITH ORANGE

GREAT EVENTS, GREAT COVERAGE

This coming summer, Switzerland hosts the Women's European Football Championship from 2 to 27 July. It promises to be a fantastic event which millions of Dutch viewers cannot wait to see. During the 2022 Women's European Football Championship in London, no fewer than 2.3 million people watched The Netherlands play France in the quarterfinals. This offers excellent opportunities to reach a large audience for your brand.

WHY RUN COMMERCIALS AROUND THE WOMEN'S EUROPEAN CHAMPIONSHIP?

Boost your brand recognition by reaching a large and wide audience

Women's sports are highly rated and reflect positively on your brand

Advertise around sports and convert viewers to website visitors

WOMEN'S EUROPEAN FOOTBALL CHAMPIONSHIP
2 - 27 JULY

	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
NL YOUR TIME FIXED*	210	25-67	▸ Priority on placement in the request period ▸ Block of choice; this package is set off ▸ A minimum of 10 GRPs
NL YOUR TIME VARIABEL*	195		▸ Block of choice; this package is settled. ▸ All GRPs realised are charged.

* Option to add preference position (+20 index points).
NL Your Time Fixed and NL Your Time Variable cannot be purchased in combination with one another.

UNCHANGED IN 2025

In 2025, Ster will continue its policy from previous years. The policy is aimed at transparent, fixed rates and stabile purchase options. The discounts and benefits remain the same as in 2024. Here they are.

MULTI-MEDIAL VOLUME DISCOUNT AND CONTRACTS

In a volume contract you lay down what budget you will use at Ster that year. As a reward you receive a discount, that applies from the very first Euro you spend with us. That is, assuming you achieve the budget – the volume - agreed upon. The discount applies to all medium types and is set off against the rates. You can enter into a volume contract from €250,000 onwards, whereby we apply the following discount tiers:

- €250,000 to €500,000 = 2% discount
- €500,000 to €1,000,000 = 3% discount
- €1,000,000 to €1,500,000 = 4% discount
- €1,500,000 and higher = 5% discount

Volume contracts can be entered into retroactively until 1 April 2025. The discount then applies from 1 January 2025. It is, of course, also possible to purchase campaigns without contracts. The discount is then offered from the moment that a tier has been reached and only applies to the volume within that tier.

EARLY PAYMENT AND SYSTEM DISCOUNT

The percentages for the early-payment discount and the system discount, as described in the General Terms and Conditions, have both been set at 0.5%.

GUARANTEED RATE, PRIORITY ON PLACEMENT

Campaigns that are requested before the initial request deadline for the purchase period are given priority on the reservation of advertising space. Furthermore, Ster does not apply a market index in excess of 100 to these campaigns. Should the market index come out lower than 100, you will benefit from the lower market index. The initial request deadlines are published at **ster.nl/deadlines**.

Terms and conditions
The General Terms and Conditions that apply to the 2025 Offer are published at ster.nl/voorwaarden.

2025 HIGHLIGHTS

QUARTER 1
JANUARY - MARCH

EC All-round and sprint
10 - 12 January

EC track cycling
12 - 16 February

NL Distances
14 - 16 February

EC Athletics
6 - 9 March

WC Distances
13 - 16 March

Nations League quarterfinals
20 - 25 March

Spring Classics
March - April

QUARTER 2
APRIL - JUNE

The Passion
17 April

King's day
viering op zaterdag 26 April

Vuelta Femenina
5 - 11 May

Eurovision Song Contest
13, 15 en 17 May

Nations League finals
4, 5 en 8 June

QUARTER 3
JULY - SEPTEMBER

EC Women's football
2 - 27 July

Tour de France
5 - 27 July

Tour de France Femme
26 July - 2 August

Vuelta
17 August - 8 September

Grand Prix Zandvoort
31 August

WC Athletics
13 - 21 September

QUARTER 4
OCTOBER - DECEMBER

NPO Classical Top 400
October

WC track cycling
October

NPO FunX DiXte 1000
November

NPO Radio 5 Evergreen Top 1000
November

NPO 3FM Serious Request
18 - 24 December

NPO Radio 2 Top 2000
25 - 31 December

PURCHASE OPTIONS

RADIO

COSTS PER GRP* = BASIS ANNUAL RATE x PURCHASE OPTION INDEX x MONTHLY INDEX x MARKET INDEX x SPOTLENGTH INDEX x VOLUME DISCOUNT

BASIS ANNUAL RATE

PER TARGET GROUP	BASIS ANNUAL RATE
COMBI 25-54**	€ 250
COMBI 25-67***	€ 205
COMBI 50+****	€ 75
NPO RADIO 1 46-67	€ 200
NPO RADIO 2 25-67	€ 255
NPO 3FM 25-45	€ 215
NPO KLASSIEK 55+	€ 65
NPO RADIO 5 55+	€ 65
REGIO 46 - 67	€ 190

STER TIME

	PACKAGE SCHEDULING	PURCHASE OPTION INDEX		TERMS AND CONDITIONS
		WITH SPREADING	WITHOUT SPREADING	
STER TIME	▸ 7 days per week ▸ Time slot 6 AM - midnight	90	70	▸ For spreading you can expect an equal number of spots per channel per day. GRPs are leading. ▸ The broadcasting schedule is variable; spots are not fixed.
STER TIME UREN	▸ 7 days per week ▸ A minimum of 7 consecutive hours per day	95	75	
STER TIME DAGEN	▸ A minimum of 4 days per week ▸ Time slot 6 AM - midnight	95	75	
STER TIME DAGEN+UREN	▸ A minimum of 4 days per week ▸ A minimum of 7 consecutive hours per day	100	80	
SPITS	▸ Monday - Friday ▸ Time slot 6 AM – 9 AM and ▸ 4 PM – 7 PM	110	90	

* This calculation may vary slightly in our booking system, due to rounding up in the interim. Please refer to the 2025 General Terms and Conditions at ster.nl/voorwaarden.
** The Combi package 25-54 is scheduled on NPO Radio 2 and 3FM.
*** The Combi package 25-67 is scheduled on NPO Radio 1, Radio 2, 3FM, Radio 5 and Regional.
**** The Combi-50+ package is scheduled on NPO Radio 1, Classical, Radio 5 & Regional. Optionally NPO Radio 1 or NPO Classical can be excluded without cost.
If you wish to direct the channels and/or budget, then you should book the channels separatel

YOUR TIME

	PURCHASE OPTION INDEX
YOUR TIME	115
YOUR TIME PREFERENCE POSITION	125

SELECT PACKAGES

	BASIS ANNUAL RATE	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
GENERAL PUBLIC INTEREST	€ 130	Incorporated in the basic annual rate	25+	▸ A minimum of 7 consecutive days ▸ Time slot 6 AM - midnight ▸ Ster schedules on NPO Radio 1, 2, 3FM, Klassiek, 5 and Regional ▸ Advertisers must hold a CBF quality mark or ANBI status
GENERAL PUBLIC INTEREST DIRECTED	€ 160	Incorporated in the basic annual rate	25+	▸ A minimum of 5 consecutive days ▸ Time slot 6 AM - midnight ▸ Possible on NPO Radio 1, 2, 3FM, Klassiek, 5 and Regional ▸ Advertisers must hold a CBF quality mark or ANBI status ▸ Schedule includes spreading
FUNX	€ 4 per seconde	n.a.	n.a.	▸ Purchase Fixed costs per Spot (to be scheduled freely)

MONTHLY INDEX

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
65	70	85	100	105	100	55	65	130	145	150	130

MARKET INDEX

Ster publishes the market index for radio monthly. The index varies between 80 and 110. This market index is published simultaneously with the market index for television.

SPOT LENGTH INDEX

SPOT LENGTH	INDEX
5”	25
10”	50
15”	75
20”	100
25”	125
30”	150
35”	175
40”	200

Deviating spot lengths are linear to 20 seconds and always increase by 5-second increments.

FIXED COSTS PER SPOT

SPOTS TO BE SCHEDULED FREELY

An overview of the rates for the purchase of radio at Fixed Costs per Spot are published at ster.nl/inkoopopties. The rates per second are indicated per channel, per day and per block. Surcharge preference position: 10% over the rates per second.

PURCHASE OPTIONS

TELEVISION

COSTS PER GRP* = BASIS ANNUAL RATE x PURCHASE OPTION INDEX x MONTHLY INDEX x MARKET INDEX x SPOT LENGHT INDEX x TARGET GROUP-INDEX x VOLUME DISCOUNT AND/OR SURCHARGE

BASIS ANNUAL RATE: € 710 PER GRP

YOUR TIME

	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
YOUR TIME FIXED**	190	25-67	▸ Block of choice; this package is set off ▸ A minimum of 10 GRPs per calendar month
YOUR TIME VARIABLE**	175		▸ Block of choice; this package is settled ▸ All GRPs realised are charged
YOUR TIME DAYTIME FIXED	110		▸ Block of choice; this package is set off ▸ Exclusively possible to book blocks between 6 AM and 6 PM ▸ A minimum of 5 GRPs per calendar month
PREFERENCE POSITION	+20	n.v.t.	▸ Exclusively to be purchased in combination with a Your Time package
HOTSPOT	+25		▸ Exclusively to be purchased in combination with a Your Time package

REGULAR

	PURCHASE OPTION INDEX		TARGET GROUP	TERMS AND CONDITIONS
	PREMIUM	REGULIER		
PRIME TIME	110	95	25-67, M25-67, F25-67, SHP25-67	▸ Ster schedules: 6 PM - midnight ▸ A minimum of 5 campaign days and a minimum of 10 GRPs
STER TIME	85	75		▸ Ster schedules: entire day ▸ A minimum of 5 campaign days and a minimum of 5 GRPs
DAY & NIGHT TIME***	80	75		▸ Ster schedules: before 6 PM and after midnight ▸ A minimum of 5 campaign days and a minimum of 5 GRPs

* This calculation may vary slightly in our booking system, due to rounding up in the interim. Please refer to the 2025 General Terms and Conditions at ster.nl/voorwaarden.
** Your Time Fixed and Your Time Variable cannot be purchased in combination with one another.
*** +5 index points when excluding Night Time slot.

GAME OF CHANCE & ALCOHOL

	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
KANSSPEL LONG ODD VANAF 19.00 UUR	110	25-67, M25-67, F25-67, SHP25-67	▸ Ster schedules: until 2 AM ▸ A minimum of 5 campaign days and a minimum of 10 GRPs ▸ Spreading based on best effort
ALCOHOL VANAF 21.00 UUR	115		

SELECTPAKKETTEN

	BASIC ANNUAL RATE	PURCHASE OPTION INDEX	TARGET GROUP*	TERMS AND CONDITIONS
	PREMIUM	REGULAR		
SENIORS	€ 130	90	68+	▸ Ster schedules: NPO 1 (until 6 PM) and NPO 2 and Regional (until midnight) ▸ A minimum of 5 campaign days and a minimum of 5 GRPs
REGIONAL	€ 450	n.a.	25+	▸ Ster schedules: Regional (the entire day) ▸ A minimum of 5 campaign days
GENERAL PUBLIC INTEREST	€ 320	90	25+	▸ Ster schedules: the entire day ▸ A minimum of 5 campaign days and a minimum of 5 GRPs ▸ Advertiser must meet the conditions for general public interest

* Target group index does not apply.

MONTHLY INDEX

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
85	80	95	105	120	105	85	75	120	115	115	100

SPOT LENGTH INDEX

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
> 60”	Naar rato 60"-spot

MARKET INDEX

Each month Ster publishes the market index one day after the closing of the initial round of requests. The index varies between 80 and 110. For the other conditions, please refer to ster.nl/voorwaarden.

STOPPER

	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
STOPPER	50	25-67	▸ Stopper: Ster schedules based on entire day ▸ Stopper Customised: A minimum of 6 consecutive hours ▸ Minimum run: 14 days within a calendar month and a minimum of 50 GRPs ▸ Advertiser does not receive a broadcast schedule ahead of time; The spots are booked incrementally three days prior to broadcast ▸ No guarantee of placement ▸ No spreading
STOPPER CUSTOMISED	70		

TARGET GROUP INDEX

25-67	M 25-67	F 25-67	SHP 25-67
100	105	100	95

MULTIPLES SURCHARGE

TWIN SPOT	FROM TRIPLET SPOT*
no surcharge	5% surcharge

* From triplet spot onwards a fixed surcharge of 5% applies, this does not increas.

FIXED COSTS PER SPOT

At ster.nl/inkoopopties you will find a monthly overview of the rates for the purchase of television at Fixed Costs per Spot. The rates, based on 30 seconds, are listed per channel, per day and per block. Surcharge preference position 20% over the net block rate as stated at ster.nl/inkoopopties.

PURCHASE OPTIONS

ONLINE

PURCHASE OPTIONS

Campaigns can be purchased in two ways:

- RON: *Run of Network,* purchase over the entire network.
- ROS: *Run of Specifics*, specifically at programme level or segment.

DISPLAY

In addition to parties of general public interest it is now also possible for commercial parties to purchase display. This means your banner campaign will be viewable on the digital channels of the public broadcaster, with a **weekly coverage of 6.5 million visitors.**

We offer exclusive viewability by displaying only one banner on a public broadcaster's website. This approach leads to a higher acceptance of online advertising, a high viewability of the banners and greater impact for your campaign.

DISPLAY*		RON	ROS
IAB	GENERAL PUBLIC INTEREST	€ 1,50	€ 1,65
	COMMERCIAL	€ 2,50	€ 2,75
VIDEO IN BANNER	GENERAL PUBLIC INTEREST	€ 4,00	€ 4,40
	COMMERCIAL	€ 6,00	€ 6,60

ONLINE VIDEO FOR GENERAL PUBLIC INTEREST

Your video commercial will be viewable prior to NPO programmes and clips on all devices. Within this network we are able to place your spot highly specifically with episodes that fit your brand. The online video network has a **weekly coverage of 1.3 million Dutch visitors.**

ONLINE VIDEO*	RON	ROS
5"-6"	€ 6,00	€ 6,60
10"	€ 9,60	€ 10,56
15"-20"	€ 13,20	€ 14,52
25"	€ 18,00	€ 19,80
30"	€ 24,00	€ 26,40
31"-36"	€ 30,00	€ 33,00

MARKET INDEX

Ster publishes the market index for online purchase options monthly. The index varies between 80 and 110. This market index is published simultaneously with the market index for television. For the other conditions, please refer to ster.nl/voorwaarden.

* Political choices may lead to adjustments in the online offer. The rates stated apply during the first quarter of 2025. For the most current information and rates, please refer to ster.nl/online or your account manager.

STER CLIENT PORTAL

Have you discovered our Ster Client Portal yet? This useful tool provides you with all you need to run your campaigns. From campaign prognoses and direct application for a campaign, to campaign overviews and broadcasting schedules, evaluations and access to invoices. It allows you to manage everything yourself.

24/7 INSIGHT

As a user of the Ster Client Portal, you have real-time insight into all your campaigns and broadcasting schedules. You have access to a personal library in which you can find all your material. Any questions you have, you can put to our planners through the chat.

MACHINE LEARNING PROGNOSES

Are you curious as to what your campaign will achieve? In our Ster Client Portal you can get a prognosis for your campaign, based on machine learning. This provides you with direct insight into what your campaign can achieve in coverage, without going through an account manager. This is unique, because Ster is the first operator worldwide to offer this prognoses for both television and radio campaigns.

EVALUATE WHAT YOUR CAMPAIGN HAS ACHIEVED

The Ster Client Portal also allows you to easily evaluate your television and radio campaigns. It is very straightforward to generate a campaign analysis of the coverage of your campaigns across all television and radio channels, including outside of
the public (regional) broadcaster. Furthermore, you will find complete broadcasting schedules of all your commercials after broadcast.

Would you like to experience how simple it is to use the Ster Client Portal? Then go to **ster.nl/klantportal** and register!

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Subject to modifications.
For the most current information and General Terms and Conditions and Terms and Conditions of Sale, please refer to **ster.nl**

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