

A female athlete with blonde hair, wearing an orange and blue athletic top, is celebrating by holding a large Dutch flag (red, white, and blue) high above her head with both arms. She has a joyful expression, smiling and looking upwards. The background is a blurred stadium setting with warm lighting.

# 2024 OFFER

Purchase options radio / television / online

**Ster** reclame



# ADVERTISING ON THE PUBLIC BROADCASTER



# STER IN 2024

## MULTI-MEDIAL VOLUME DISCOUNT & CONTRACTS

When entering into a volume contract you immediately receive the discount corresponding with the chosen tier over the entire volume of your expenditure with Ster. This multi-medial discount is set off against the basic rate and is possible from €250,000. The tiers are as follows:

- ▶ €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 2024. The discount then applies from 1 January 2024. 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.

## GUARANTEED RATE AND 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. In addition, a market index in excess of 100 shall not be applied to these campaigns. Should the market index come out lower than 100, you will also benefit from the lower market index. The initial request deadlines are published at [ster.nl/deadlines](https://ster.nl/deadlines).

## 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%. The discount is calculated per medium type per order.

### Terms and conditions

The General Terms and Conditions that apply to the 2024 Offer are published at [ster.nl/voorwaarden](https://ster.nl/voorwaarden).

# REGIONAL PUBLIC BROADCASTERS

Ster has wonderful news: as of 2024 we will provide the national sales on radio and television for the regional public broadcasters.

## REACH THE HEART OF THE REGION

The broadcasters see what is happening in the regional community, they present the news and contribute to a stronger sense of cohesion in the region. The 14 broadcasters are committed to reaching a large and varied audience with their public media offering. And they are successful! Every week on average 4.4 million people watch their television programmes and 2.1 million people listen to the radio.

## TRUSTED AND COMMITTED

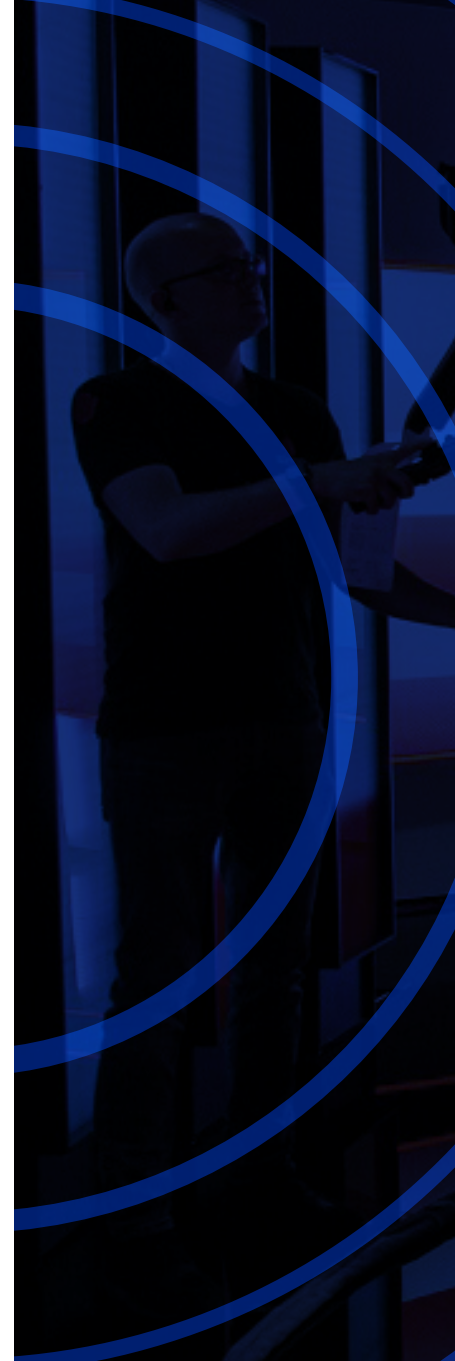
The regional public broadcasters set great store by the provision of news and information and regional culture. Their independent and engaged journalistic approach

not only results in current affairs programmes, but also in successful and entertaining programmes, and reports on special regional events, such as the 4Days Marches, Carnaval and the Rotterdam Marathon.

## ADDED VALUE

Advertising on the regional radio and TV channels brings your message to the intended target group. Being able to offer this as of 2024 is a great addition to Ster's existing portfolio. The channels are added nationally: this way you purchase all 14 broadcasters at once. Your account manager can tell you all about it.

[ster.nl/regionaal](https://ster.nl/regionaal)



# STER CLIENT PORTAL

Have you heard of our Ster Client Portal? From campaign overview to broadcasting schedule, from direct application for campaigns to invoices: the Ster Client Portal has it all. In 2024 you have the opportunity to utilise our user-friendly tool once again, for all aspects related to your campaign.

## 24/7 INSIGHT

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

## MACHINE LEARNING PROGNOSSES

In our Ster Client Portal you can get a prognosis for your campaign, based on machine learning. This offers you direct insight into what your campaign can achieve in coverage, without going through an account manager.

Unique, because Ster is the first operator worldwide to offer this for television and radio campaigns.

Would you like to find out more about the Ster Client Portal and all it has to offer? Then go to [ster.nl/klantportal](https://ster.nl/klantportal) and register!



# SCORE WITH ORANGE

We are looking forward to the coming calendar year: we hope to see Orange - our national colour and pride - on many winner's podiums. And if you want to score with Orange, you can score with Ster.

## GREAT EVENTS, GREAT COVERAGE

Of course, all eyes are on the summer: the European Football Championship and the Olympic Games. Both are really close to home: Euro 2024 is in Germany and the Olympics are being held in France. This means the tournaments can be followed closely in The Netherlands and that is, obviously, good news for your campaigns. You can count on huge coverage, and the (high) ratings for such sporting events will reflect well on your brand.

## AN ORANGE CAMPAIGN

If you are considering a special Orange campaign around sports or a sporting event, we advise you to take a look at our whitepaper 'Advertising creation: the power of adapting'. There you will find all the ingredients for a high-impact, thematic commercial. And this can be achieved for any brand, large or small. If your conclusion – whether or not based on research – is that you should not run an Orange

campaign, then simply run your 'regular' commercial around the time that you had envisaged. Running a campaign always pays off; not running one, means you are one step behind your competition.

## SCORE THROUGHOUT THE YEAR

There are great sporting events scheduled throughout the year. Speed skating starts off the year, Eredivisie football continues throughout, in the summer we follow the Tour de France and Zandvoort hosts the Formule 1 races. And the NPO brings you all the qualification matches for both the Orange men and the Orange women, as well.

If you want to score with Ster, we have more than just sports for you. Multi-medial events, such as The Passion, King's Day, the Eurovision Song Contest and the Top 2000 always draw in millions of viewers and listeners. Your campaign will score with Orange.

[ster.nl/oranje](https://ster.nl/oranje)





## UEFA EURO 2024

### 14 JUNE - 14 JULY

	INDEX	TARGET GROUP	CONDITIONS
UEFA EURO YOUR TIME FIXED*	210	25-67	<ul style="list-style-type: none"> <li>▶ Priority on placement in the request period</li> <li>▶ Block of choice; this package is set off</li> <li>▶ 10 GRPs minimum per calendar month</li> </ul>
UEFA EURO YOUR TIME VARIABLE*	195		<ul style="list-style-type: none"> <li>▶ Priority on placement in the request period</li> <li>▶ Block of choice; all realized GRPs will be charged</li> </ul>
UEFA EURO JUNE	95		<ul style="list-style-type: none"> <li>▶ A minimum of 10 consecutive days</li> <li>▶ 10 GRPs minimum</li> <li>▶ Placement around football programming in June. Spreading based on best effort</li> </ul>

\* Option to add preference position (+20 index points).

\* Your Time Fixed and Your Time Variable cannot be purchased in combination with each other.

## 2024 OLYMPICS

### 26 JULY - 11 AUGUST

	INDEX	TARGET GROUP	CONDITIONS
OLYMPICS	100	25-67	<ul style="list-style-type: none"> <li>▶ Placement entire day</li> <li>▶ A minimum of 5 consecutive days</li> <li>▶ 5 GRPs minimum</li> </ul>
OLYMPICS DAYTIME	85		<ul style="list-style-type: none"> <li>▶ Placement until 6 pm</li> <li>▶ A minimum of 5 consecutive days</li> <li>▶ 5 GRPs minimum</li> </ul>



## 2024 HIGHLIGHTS



### QUARTER 1

JANUARY - MARCH



#### EC Championships

5 - 7 January



#### EC track cycling

10 - 14 January



#### NC all-round and sprint

24 - 25 February



#### WC short track

15 - 17 March



#### Spring Classics

March - April



#### The Passion

28 March



### QUARTER 2

APRIL - JUNE



#### King's day

27 April



#### Eurovision Song Contest

7, 9 and 11 May



#### EC men's football

14 June - 14 July



#### Tour de France

29 June - 21 July





## QUARTER 3

JULY - SEPTEMBER



### Olympic Games

26 July - 11 August



### Vuelta

17 August - 8 September



### Grand Prix Zandvoort

23 - 25 August



### Budget Day

17 September



## QUARTER 4

OCTOBER - DECEMBER



### NPO Classical Top 400

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**

## STER TIME

	PACKAGE SCHEDULING	INDEX ON BASIC RATE		BASIC ANNUAL RATE PER GRP/TARGET GROUP							CONDITIONS	
		WITH SPREADING	WITHOUT SPREADING	COMBI* 25-54	COMBI** 25-67	NPO RADIO 1 46-67	NPO RADIO 2 25-67	NPO 3FM 25-45	NPO KLASSIEK 55+	NPO RADIO 5 55+		REGION 46-67
<b>REGULAR</b>												
<b>STER TIME</b>	<ul style="list-style-type: none"> <li>▶ 7 days per week</li> <li>▶ Time slot 6 AM - midnight</li> </ul>	85	75	€ 220	€ 210	€ 220	€ 250	€ 220	€ 75	€ 75	€ 190	<ul style="list-style-type: none"> <li>▶ For spreading you can expect an equal number of spots per channel per day (GRPs are leading)</li> <li>▶ The broadcasting schedule is variable; spots are not fixed</li> </ul>
<b>STER TIME HOURS</b>	<ul style="list-style-type: none"> <li>▶ 7 days per week</li> <li>▶ A minimum of 7 consecutive hours per day</li> </ul>	90	80									
<b>STER TIME DAYS</b>	<ul style="list-style-type: none"> <li>▶ A minimum of 4 days per week</li> <li>▶ Time slot 6 AM - midnight</li> </ul>	90	80									
<b>STER TIME DAYS+HOURS</b>	<ul style="list-style-type: none"> <li>▶ A minimum of 7 consecutive hours per day</li> <li>▶ A minimum of 4 days per week</li> </ul>	95	85									

\* The Combi package 25-54 is scheduled on NPO Radio 2 and 3FM. If you wish to direct the division of the number of spots and/or stations and/or budget, then you should book the channels separately.

\*\* The Combi package 25-67 is scheduled on NPO Radio 1, Radio 2, 3FM Radio 5 and Region. If you wish to direct the division of the number of spots and/or stations and/or budget, then you should book the channels separately.

## YOUR TIME

	INDEX ON BASIC RATE
YOUR TIME	110
YOUR TIME PREFERENCE POSITION	120

## 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](https://ster.nl/inkoopopties) per quarter. The rates per second are indicated per channel, per day and per block. Surcharge preference position: 10% over the rates per second.

## SELECT PACKAGES\*

	BASIC ANNUAL RATE	TARGET GROUP	CONDITIONS
SENIORS	€ 70	68+	<ul style="list-style-type: none"> <li>▶ NPO Radio 1, Klassiek, 5 and Region or NPO Klassiek, 5 and Region: 6 AM - midnight</li> <li>▶ A minimum of 7 consecutive days</li> </ul>
FUNX	€ 4 per second	n.a.	<ul style="list-style-type: none"> <li>▶ Purchase Fixed costs per Spot (to be scheduled freely)</li> </ul>
GENERAL PUBLIC INTEREST	€ 130	25+	<ul style="list-style-type: none"> <li>▶ Ster schedules on NPO Radio 1, 2, 3FM, Klassiek, 5 and Region: 6 AM - midnight</li> <li>▶ Advertisers must hold a CBF quality mark or ANBI status</li> <li>▶ A minimum of 7 consecutive days</li> </ul>
GENERAL PUBLIC INTEREST DIRECTED	€ 160	25+	<ul style="list-style-type: none"> <li>▶ Possible on NPO Radio 1, 2, 3FM, Klassiek, 5 and Region: 6 AM - midnight</li> <li>▶ Advertisers must hold a CBF quality mark or ANBI status</li> <li>▶ A minimum of 5 consecutive days</li> </ul>

\* Select packages include spreading; this does not apply to general public interest.

MONTHLY INDEX											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
60	70	90	100	110	115	65	60	135	140	140	115

## 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.

## 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.





**EVEN  
TOGETHER**

**PURCHASE OPTIONS**

# **TELEVISION**

## YOUR TIME

**BASIC ANNUAL RATE: €660 PER GRP**

	INDEX	TARGET GROUP	CONDITIONS
<b>YOUR TIME FIXED*</b>	180	25-67	<ul style="list-style-type: none"> <li>▶ Block of choice; this package is set off</li> <li>▶ A minimum of 10 GRPs per calendar month</li> </ul>
<b>YOUR TIME VARIABLE*</b>	165		<ul style="list-style-type: none"> <li>▶ Block of choice; this package is set off</li> <li>▶ All realised GRPs are charged</li> </ul>
<b>YOUR TIME DAYTIME FIXED</b>	110		<ul style="list-style-type: none"> <li>▶ Block of choice; this package is set off</li> <li>▶ Only possible to book blocks between 6 AM - 6 PM</li> <li>▶ A minimum of 5 GRPs per calendar month</li> </ul>
<b>PREFERENCE POSITION</b>	+20	n.a.	<ul style="list-style-type: none"> <li>▶ Only to be purchased in combination with a YourTime package</li> </ul>
<b>HOT SPOT</b>	+25		<ul style="list-style-type: none"> <li>▶ Only to be purchased in combination with a YourTime package</li> </ul>

\* Your Time Fixed and Your Time Variable cannot be purchased in combination with each other.

## REGULAR

**BASIC ANNUAL RATE: €660 PER GRP**

	INDEX		TARGET GROUP	CONDITIONS
	PREMIUM	REGULAR		
<b>PRIME TIME</b>	110	95	25-67, M25-67, F25-67, SHP25-67, AB1 25-67	<ul style="list-style-type: none"> <li>▶ Ster schedules: 6 PM - midnight</li> <li>▶ A minimum of 5 campaign days and a minimum of 10 GRPs</li> </ul>
<b>STER TIME</b>	85	75	25-67, M25-67, F25-67, SHP25-67, AB1 25-67	<ul style="list-style-type: none"> <li>▶ Ster schedules: entire day</li> <li>▶ A minimum of 5 campaign days and a minimum of 5 GRPs</li> </ul>
<b>DAY &amp; NIGHT TIME*</b>	80	75	25-67, M25-67, F25-67, SHP25-67	<ul style="list-style-type: none"> <li>▶ Ster schedules: before 6 PM and after midnight</li> <li>▶ A minimum of 5 campaign days and a minimum of 5 GRPs</li> </ul>

\* +5 index points when excluding Night Time slot.

## GAME OF CHANCE & ALCOHOL

**BASIC ANNUAL RATE: €660 PER GRP**

	INDEX	TARGET GROUP	CONDITIONS
<b>GAME OF CHANCE LONG ODD FROM 7 PM</b>	110	25-67, M25-67, F25-67, SHP25-67, AB1 25-67	<ul style="list-style-type: none"> <li>▶ Ster schedules: until 2 AM</li> <li>▶ A minimum of 5 campaign days and a minimum of 10 GRPs</li> <li>▶ Spreading based on best effort</li> </ul>
<b>ALCOHOL</b>	115		

## SELECT PACKAGES

	BASIC ANNUAL RATE	INDEX	TARGET GROUP	CONDITIONS
	PREMIUM	REGULAR		
<b>SENIORS</b>	€ 145	90	68+	<ul style="list-style-type: none"> <li>▶ Ster schedules: NPO 1 (until 6 PM) and NPO 2 and Region (until midnight)</li> <li>▶ A minimum of 5 campaign days and a minimum of 5 GRPs</li> </ul>
<b>REGION</b>	€ 400	n.a.	25+	<ul style="list-style-type: none"> <li>▶ Ster schedules: the entire day</li> <li>▶ A minimum of 5 campaign days</li> </ul>
<b>GENERAL PUBLIC INTEREST</b>	€ 320	90	25+	<ul style="list-style-type: none"> <li>▶ Ster schedules: the entire day</li> <li>▶ A minimum of 5 campaign days and a minimum of 5 GRPs</li> <li>▶ Advertiser must meet the conditions for general public interest</li> </ul>

MONTHLY INDEX											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
85	80	100	110	125	100	85	75	115	120	110	95

## 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"	Pro rata 60"-spot



## STOPPER

**BASIC ANNUAL RATE: €660 PER GRP**

	INDEX	TARGET GROUP	CONDITIONS
STOPPER	50	25-67	<ul style="list-style-type: none"> <li>▶ Stopper: Ster schedules based on entire day</li> <li>▶ Stopper Customised: A minimum of 6 consecutive hours</li> <li>▶ Minimum run: 14 days within a calendar month and a minimum of 50 GRPs</li> <li>▶ Minimum run general public interest advertiser: 14 days within a calendar month and a minimum of 25 GRPs (advertiser must meet the conditions for general public interest)</li> <li>▶ Advertiser does not receive a broadcast schedule ahead of time; The spots are booked incrementally three days prior to broadcast</li> <li>▶ No guarantee of placement</li> <li>▶ No spreading</li> </ul>
STOPPER CUSTOMIZED	70		

TARGET GROUP INDEX				
25-67	M 25-67	F 25-67	SHP 25-67	AB1 25-67
100	100	105	100	115

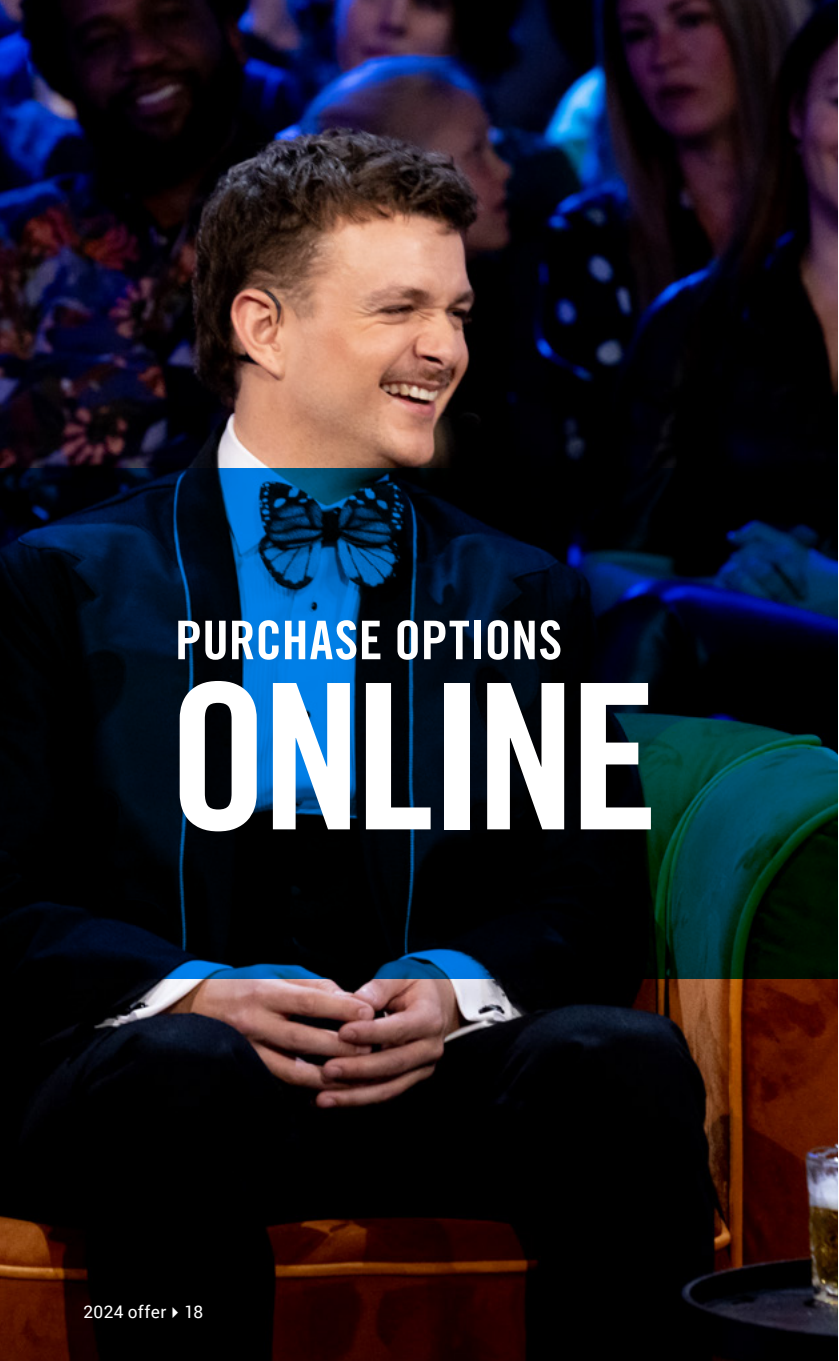
## FIXED COSTS PER SPOT

At [ster.nl/inkoopopties](https://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](https://ster.nl/inkoopopties).

## 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](https://ster.nl/voorwaarden).





# 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 FOR GENERAL PUBLIC INTEREST

No need to compete, instead your banner campaign is the only one displayed on a webpage of the public broadcaster. At Ster, that is what we call display advertising.

DISPLAY*	RON	ROS
IAB	€ 1,00	€ 1,10
VIDEO IN BANNER	€ 4,00	€ 4,40

## ONLINE VIDEO FOR GENERAL PUBLIC INTEREST

Your video advertisement gives you presence prior to the NPO programmes and clips on all devices. Within this network we can place your spot highly specifically with episodes that fit your brand.

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. We publish this market index simultaneously with the market index for television. For the other conditions, please refer to [ster.nl/voorwaarden](https://ster.nl/voorwaarden).

\* All our online purchase options have been made for campaigns for general public interest. It is possible that political choices shall lead to adjustments in the online offer. For the most current information and rates, please refer to [ster.nl/online](https://ster.nl/online) or your account manager.



# CONTACT US

## TELEPHONE

035 672 55 00

## MAIL

[ster@ster.nl](mailto:ster@ster.nl)

## VISIT US

Mediacentrum  
Joop van den Endeplein 1  
1217 WJ Hilversum

## SOCIAL MEDIA

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