



OFFER 2023

Purchase options radio / television / online



reclame

ADVERTISING WITH THE PUBLIC BROADCASTER



STER IN 2023



WOULD YOU LIKE TO FIND OUT MORE ABOUT
ADVERTISING WITH STER?
Take a look at the brochure 'Advertising with Ster' at ster.nl

DISCOUNT WITH VOLUME CONTRACT

When entering into a volume contract with Ster you receive a 5% discount over the agreed volume. This is possible from € 250,000. It is, of course, also possible to purchase campaigns without contracts. With investments from € 500,000 you are also eligible for a multi-medial volume discount. The multi-medial volume discount shall then be a weighted percentage.

5% DISCOUNT WITH LOGICAL SHARE

Ster rewards a match between media behaviour and media use. When you use 25% of your television campaign(s) and/or 25% of your radio campaign(s) with Ster, you receive a 5% discount.

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. If the market index comes out lower than 100, you will also benefit from the lower market index.

MULTI-MEDIAL VOLUME DISCOUNT

Ster offers multi-medial volume discount based on the basic rate. The tiers are as follows:

- ▶ € 500,000 - € 1,000,000 = 3% discount
- ▶ € 1,000,000 - € 1,500,000 = 4% discount
- ▶ > € 1,500,000 = 5% discount

ENTERING INTO CONTRACTS

Until 1 April 2023 both Logical Share and Volume contracts can be entered into retrospectively. The discount then applies from 1 January 2023. It is, of course, also possible to purchase with Ster without contracts.

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.

Conditions

The General Terms and Conditions and the Terms and conditions of Sale that apply to the 2023 Offer are published at ster.nl/voorwaarden



2023 HIGHLIGHTS



QUARTER 1 JANUARY - MARCH



EC allround & sprint
6 - 8 January



NL Distances
3 - 5 February



WC Distances
2 - 5 March



Voorjaarsklassiekers
March - April

QUARTER 2 APRIL - JUNE



The Passion
6 April



King's Day
27 April



Eurovision Song Contest
9, 11 and 13 May



Nations League
June





QUARTER 3

JULY - SEPTEMBER



Tour de France

1 - 30 July



WC women's football

10 July - 20 August



WC speed cycling

3 - 13 August



Vuelta

19 August - 10 September



Grand Prix Zandvoort

25 - 27 August



Budget Day

19 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		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+
REGULAR											
7 DAYS	<ul style="list-style-type: none"> ▶ A minimum of 7 consecutive days ▶ 6 AM - Midnight 	85	80								
RUSH HOUR	<ul style="list-style-type: none"> ▶ 5 days per calendar week Mon-Fri ▶ 6 AM – 10 AM and 4 PM - 8 PM 	100	95								
CUSTOMISATION											
5-6 DAYS	<ul style="list-style-type: none"> ▶ Excluding a maximum of 2 days per calendar week ▶ 6 AM - Midnight 	90	85								
3-4 DAYS	<ul style="list-style-type: none"> ▶ Excluding a maximum of 4 days per calendar week ▶ 6 AM - Midnight 	95	90	€ 105	€ 110	€ 110	€ 125	€ 100	€ 45	€ 45	<ul style="list-style-type: none"> ▶ 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
7 DAYS + HOURS	<ul style="list-style-type: none"> ▶ A minimum of 7 consecutive days ▶ Only excluding hours ▶ A minimum of 7 consecutive hours per day 	90	85								
5-6 DAYS + HOURS	<ul style="list-style-type: none"> ▶ Excluding a maximum of 2 days + hours per calendar week ▶ A minimum of 7 consecutive hours per day 	95	90								
3-4 DAYS + HOURS	<ul style="list-style-type: none"> ▶ Excluding a maximum of 4 days + hours per calendar week ▶ A minimum of 7 consecutive hours per day 	100	95								

* 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 4 channels separately.

** the Combi package 25-67 is scheduled on NPO Radio 1, Radio 2, 3FM and Radio 5. Option to exclude one channel with an upgrade of +10 index points. If you wish to direct the division of the number of spots and/or stations and/or budget, then you should book the 4 channels separately.

YOUR TIME

	INDEX
YOUR TIME	120
YOUR TIME PREFERENCE POSITION	130

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 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
BUSINESS	€ 125	B-to-B	<ul style="list-style-type: none"> ▶ NPO Radio 1: Mon-Fri 7 AM - 7 PM ▶ NPO Radio 2, 3FM and Klassiek: Mon-Fri 6 AM - 10 AM ▶ 50% of the number of spots is scheduled on NPO Radio 1 and 50% of the number of spots is scheduled on NPO Radio 2, 3FM and Klassiek ▶ A minimum of 5 consecutive days
SENIORS	€ 35	68+	<ul style="list-style-type: none"> ▶ NPO Radio 1, Klassiek and 5 or NPO Klassiek and 5: 6 AM - Midnight ▶ A minimum of 7 consecutive days
FUNX	€ 4 per second	n.a.	<ul style="list-style-type: none"> ▶ Purchase Fixed costs per spot (to be scheduled freely)
GENERAL PUBLIC INTEREST	€ 65	25+	<ul style="list-style-type: none"> ▶ Ster schedules on NPO Radio 1, 2, 3FM, Klassiek and 5: 6 AM - Midnight ▶ Advertisers must hold a CBF quality mark or ANBI-status ▶ A minimum of 7 consecutive days
GENERAL PUBLIC INTEREST DIRECTED	€ 90	25+	<ul style="list-style-type: none"> ▶ Possible on NPO Radio 1, 2, 3FM, Klassiek and 5: 6 AM - Midnight ▶ Advertisers must hold a CBF quality mark or ANBI-status ▶ A minimum of 5 consecutive days

* 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	75	85	95	105	110	65	60	140	145	140	120

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. We publish this market index simultaneously with the market index for television.





PURCHASE OPTIONS

TELEVISION

YOUR TIME

BASIC ANNUAL RATE: € 695 PER GRP

	INDEX	TARGET GROUP	CONDITIONS
YOUR TIME FIXED*	165	25-67	<ul style="list-style-type: none"> ▶ Block of choice; this package is set off ▶ A minimum of 10 GRPs per calendar month
YOUR TIME VARIABLE*	150		<ul style="list-style-type: none"> ▶ Block of choice; this package is set off ▶ All realised GRPs are charged
YOUR TIME DAYTIME FIXED	110		<ul style="list-style-type: none"> ▶ Block of choice; this package is set off ▶ Only possible to book blocks between 6 AM - 6 PM ▶ A minimum of 5 GRPs
PREFERENCE POSITION	+20	n.a.	<ul style="list-style-type: none"> ▶ Only to be purchased in combination with a YourTime package
HOTSPOT	+25		<ul style="list-style-type: none"> ▶ Only to be purchased in combination with a YourTime package

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

REGULAR

BASIC ANNUAL RATE: € 695 PER GRP

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

* +5 index points when excluding Night Time period.

GAME OF CHANCE & ALCOHOL

BASIC ANNUAL RATE: € 695 PER GRP

	INDEX	DOELGROEP	VOORWAARDEN
GAME OF CHANCE LONG ODD FROM 7 PM	110	25-67, M25-67, F25-67, SHP25-67, AB1 25-67	<ul style="list-style-type: none"> ▶ Ster schedules: until 2 AM ▶ A minimum of 5 campaign days and a minimum of 10 GRPs ▶ Spreading based on best effort
ALCOHOL FROM 9 PM	115		

SELECTPAKKETTEN

	BASIC ANNUAL RATE	INDEX	TARGET GROUP	CONDITIONS
	PREMIUM	REGULAR		
SENIORS	€ 190	90	68+	<ul style="list-style-type: none"> ▶ Ster schedules: NPO 1 to 6 PM and NPO 2 to Midnight ▶ A minimum of 5 campaign days and a minimum of 5 GRPs
GENERAL PUBLIC INTEREST	€ 350	90	25+	<ul style="list-style-type: none"> ▶ Ster schedules: the entire day ▶ A minimum of 5 campaign days and a minimum of 5 GRPs ▶ Advertiser must meet the condition for general public interest

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

SPOT LENGTH INDEX

SPOTLENGTE	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"	Per rato 60"-spot

STOPPER

BASIC ANNUAL RATE: € 695 PER GRP

	INDEX	TARGET GROUP	CONDITIONS
STOPPER	50	25-67	<ul style="list-style-type: none"> ▶ Stopper: Ster schedules based on entire day ▶ Stopper Customisation: 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 CUSTOMIZATION	70		

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

FIXED COSTS PER SPOT

At ster.nl 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.

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.





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.

* 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 or your account manager.



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