

EVER
TO
HIER

ADVERTISING WITH STER



reclame

Explore your possibilities with the public broadcaster

A vibrant scene on a stage or set, likely for a television show. Three people are in the foreground: a man on the left in a black turtleneck, a woman in the center wearing a blue and green floral top and large headphones, and a man on the right in an orange hoodie and headphones. They are all smiling and holding microphones. The woman has her right arm raised. They are surrounded by a thick shower of golden confetti. In the background, a crowd of people is visible, also celebrating. The overall atmosphere is festive and energetic.

WELCOME

Ster has been the place to purchase advertising on the public broadcasting channels for the last 55 years. What can we do for you, why should you choose Ster and how can you then use Ster's offer to achieve your goals(s) to the full?



WIDE COVERAGE



**ACCESSIBLE RATES,
REGARDLESS OF
BUDGET**



**HIGH QUALITY
AND HIGHLY RATED
PROGRAMMING**



**UNIQUE INSIGHTS
AND CUSTOMISED
RESEARCH**

* Discounts may apply. These are published in our annual offer and are accessible to all. See ster.nl/voorwaarden or contact an account manager for more information.

WHY STER?

Ster is unique in many ways. It is the only organisation that sells advertising on the popular and trusted NPO networks. We reach everyone, at all times of day: the programmes by the public broadcasting organisation are well viewed and listened to, are rated highly and draw both wide and niche audiences. This way we can offer you customised coverage.

But there is more: Ster does not interrupt any programmes for advertising, does not use product placement and has a limited number of advertising minutes per hour, increasing the impact of your campaign. In addition, as of 2018, we have basic rates for everyone.*

WHAT FITS YOUR BRAND?

At Ster we always search for the best opportunities that fit your brand.

We consider our clients' interests daily and are always available to provide you with customised advice. We believe in the power of advertising. A good message, broadcast around the right programming, reaches the audience you envisage, and gets results. We know this, because we have decades worth of unique research.

We are more than happy to apply our knowledge to your brand.

Would you like to know what we can do for you? Then read on!

NPO RADIO

Every week an average of 5.7 million Dutch listeners tune in to the NPO radio stations.* In total, we have six stations, each with their own target group:



NPO RADIO 1

NPO Radio 1 is the place to be for independent reporting on current affairs, politics and sports. With its popular programmes such as **Langs de Lijn**, **Vroege Vogels** and, of course, **het NOS Journaal** the station draws in over 2.3 million listeners per week. In addition, the station broadcasts big sporting events like the Tour de France and the Olympic Games. Highly educated (40+) and business decision-makers in particular, like to tune in to NPO Radio 1.



NPO RADIO 2

On NPO Radio 2 you also reach an audience of millions! The biggest station of the Netherlands hosts people's favourites like **Jan-Willem Start Op** and **Aan de Slag!** and brings the Dutch people a musical Christmas every year, with the immensely popular **Top 2000**. The market leader draws a wide audience of 2.5 million listeners per week.



NPO 3FM

Timur op 3FM, **Sanders Vriendenteam**, **Frank and Eva**: they are all to be found on NPO 3FM. The station is partner to many large concerts and festivals and organises the heart-warming **Serious Request** annually. 3FM draws a young target group (25-45 y.o.) and reaches an average of 733.000 listeners per week.



NPO RADIO 4

Are you looking for a healthy dose of classical music? Then NPO Radio 4 is the station for you. Broadcasting well-listened-to programmes such as **Podium** and **Vrije Geluiden**, the station draws an average weekly audience of 699.000 listeners, predominantly over 55s with a university degree and a high income. In October the station broadcasts **de Klassieke Top 400** of the 400 best classical compositions.



NPO RADIO 5

NPO Radio 5 is one of the longest running music stations in the Netherlands, offering a delightful mix of pop music from the 1960s, '70s and '80s. The station also provides highly-rated programmes, including the absolute highlight **De Evergreen Top 1000** each November. NPO Radio 5 draws an audience of 973.000 listeners on average per week, of which the majority is over 50 years of age. Listening time in the 55+ core target group continues to rise.



NPO FunX is the radio station for youths in the major cities. The station attends the well-known festivals and concerts and every year in June they host the popular **FunX Awards**. FunX reaches an average of 28% of urban youths between the ages of 16 and 35 per week.



WHY ADVERTISE ON RADIO WITH STER?

- ▶ Radio is the most trusted medium
- ▶ NPO Radio has great coverage
- ▶ A radio commercial has relatively low production and broadcasting costs
- ▶ There is little to no channel switching on radio, with long listening times as a result
- ▶ Radio can be used fast and flexibly



**5.7 MILLION
LISTENERS PER WEEK**



**56% MALE
44% FEMALE**



**LIVE LISTENING TIME: 2 HOURS
AND 21 MINUTES PER DAY**



NPO TELEVISION

Reaching a large audience around high-quality programmes through a proven effective medium. That is the power of the NPO television channels. The NPO invariably dominates the top lists of the best-viewed and best-rated programmes and reaches a large target group: without Ster, one in ten consumers will not see your message!



NPO 1

NPO 1 is the largest channel in the Netherlands: every day a wide and large audience tunes in to the channel. Current affairs, sports and entertainment alternate. The channel broadcasts audiences' favourites, including **Boer Zoekt Vrouw**, **Wie is de Mol?** and **Heel Holland Bakt**. NPO 1 is also the go to news channel with **het NOS Journaal**, **EenVandaag** and talk shows like **Op1**. The channel therefore has a broad target audience and is an interesting channel for all TV commercials.



NPO 2

Deepening and inspiration, that is what NPO 2 stands for: the channel scores well with programmes such as **Nieuwsuur** and **2doc**. The channel also offers amusement, its top scorer being **De Slimste Mens**, and popular programmes such as **Het geheim van de Meester**, **Sterren op het Doek** and **Podium Witteman**. NPO 2 attracts mainly highly educated viewers, viewers with an above average income and older viewers (40+).



NPO 3

Viewing sensations **Moltalk**, **First Dates**, **Hunted** and **Keuringsdienst van Waarde** all have one thing in common, and that is NPO 3. The popular channel with its thought-provoking programmes aims at young adults (25-45 y.o.).

WHY ADVERTISE ON TV WITH STER?

- ▶ You reach many people fast
- ▶ You generate a high-contact frequency fast
- ▶ Great impact and communication power (sound and vision)
- ▶ High-quality programmes contribute to the appreciation of your commercial
- ▶ Increase brand awareness, website visits and search behavior for your product or service



**12.7 MILLION
VIEWERS PER WEEK**



**48% MALE
52% FEMALE**



**LIVE VIEWING TIME: 2 HOURS
AND 36 MINUTES PER DAY**



NPO ONLINE

NPO is big, not only on radio and television, but online as well. Everything you see on television – and more – can be played back on NPO Start, connected websites and apps. The purchase options around NPO's online channels are only available to non-commercial parties with a non-commercial message. At Ster we use the definition 'general public interest'. Video commercials and/or banners give you presence around NPO's online portfolio. We were the first operator in The Netherlands to stop using advertising cookies. [The campaigns have scored equally successfully since then](#), earning us a Dutch Privacy Award in 2021.

DISPLAY FOR GENERAL PUBLIC INTEREST

No need to compete, with your banner campaign you are the only one present on the websites and apps of the public broadcaster. That is display advertising at Ster. There are in excess of 500 websites and apps for channels, broadcasters and programmes that are used daily by many viewers and listeners. You reach approximately 4.3 million Dutch users per week!

ONLINE VIDEO FOR GENERAL PUBLIC INTEREST

Your video commercials give you presence before the NPO programmes and clips on all devices. Within this network we can place your advertisement very specifically with episodes that fit your brand. We do this by analysing a programme's subtitles, description, presenters, and guests. This great match between your advertisement and the online content has a positive effect on your commercial: when your target group views content that they are interested in, the attention for your commercial rises significantly. Our online videos reach 6.5 million people per week.



**6.5 MILLION VIEWERS
PER WEEK THROUGH
NPO ONLINE VIDEO**



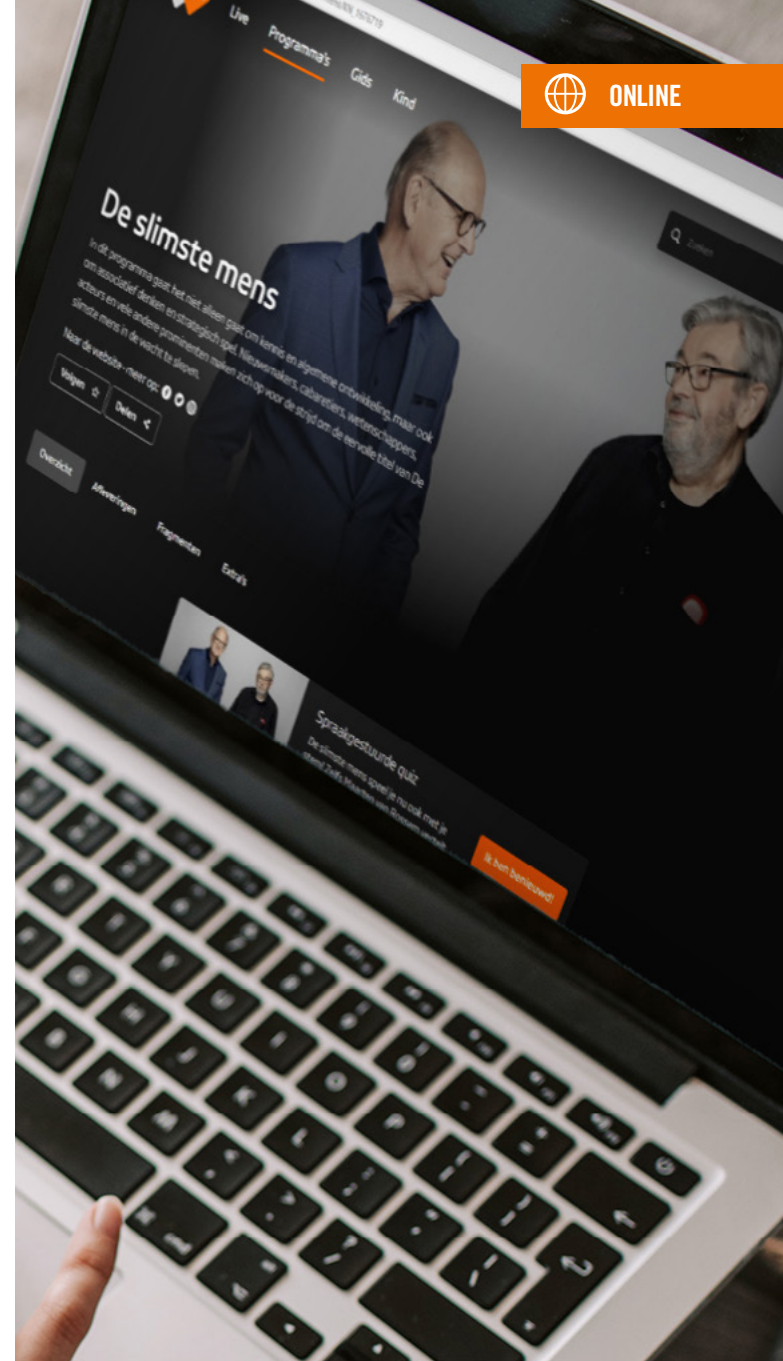
**4.3 MILLION VIEWERS
PER WEEK THROUGH
NPO ONLINE DISPLAY**

GENERAL PUBLIC INTEREST

There is not only room for general public interest campaigns on NPO's online channels; they have their place on radio and television, too. Eligible organisations have a scientific, cultural, religious, ideological, political, or charitable nature, and hold a CBF quality mark for charities or the public benefit organisation status (ANBI-status). There is room for campaigns by such organisations – with a non-commercial message – on all NPO channels. Our account managers can tell you all about it.

CHARITABLE OFFER

Charitable and cultural organisations were able to purchase campaigns at Ster through special advertising options. As of 2022 the advertising options for charitable organisations will be amended and be categorised as 'general public interest'. A logical step – charitable organisations are of general public interest and fit within the existing definition.





CLIENT CASE: THE HEART FOUNDATION

The Dutch Heart Foundation is one of the brands to run a campaign of general public interest with Ster. In order to create awareness and increase engagement with a large group of Dutch people, the Heart Foundation ran an online video campaign. The pre-rolls for the Heart Foundation were placed before the documentary *The children of Ruinerwold*, NOS Journaal, Op1, Ik Vertrek and Nieuwsuur, for example.

The Heart Foundation's campaign consisted of 2.4 million impressions, of which an estimated 800,000 were unique, and had an average contact frequency of three times. The results are impressive: the campaign was extremely beneficial to the Heart Foundation.

RATES AND DISCOUNTS

As a client with Ster you know exactly what to expect. We work with fixed, clear rates up front, that are accessible to all clients. You can benefit from the following discounts at Ster:

8% DISCOUNT WITH LOGICAL SHARE

Ster rewards a match between media behaviour and media use - this is called a 'Logical Share'. If 27% of your television campaigns and/or 23% of your radio campaigns are broadcasted by Ster, you will receive an 8% discount.

EXTRA DISCOUNT WITH VOLUME CONTRACT

When entering into a Volume Contract with Ster you receive a 2% extra discount over the volume agreed. This is possible from €250.000 upwards. On investments from €500.000 you are also eligible for our Multi-Medial Volume Discount. The Multi-Medial Volume Discount will then be a weighed percentage.

COMPLETING CONTRACTS

Until 1 April 2022 both Logical Share and Volume Contracts may be entered into retro-actively. The discount then applies from 1 January 2022. Brands that request a Logical Share contract after 1 April, will receive the discount over a period measured from 1 April. Of course, it still remains an option to purchase with Ster without a contract.

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 determined at 0.5% for 2022. The discount is calculated per medium type per order.

MULTI-MEDIAL VOLUME DISCOUNT

Ster offers a Multi-Medial Volume Discount on the basic rate. When you spend over a certain budget, you receive a discount. The tiers are as follows:

- ▶ €500,000 - €1,000,000 = 4% discount
- ▶ €1,000,000 - €1,500,000 = 7% discount
- ▶ > €1,500,000 = 9% discount

GUARANTEED RATE AND PRIORITY ON PLACEMENT

Campaigns requested before the initial request deadline for the purchase period are given priority on the reservation of advertising space. Furthermore, a market index in excess of 100 shall not be applied to these campaigns. If the market index should come out below 100, then you will benefit from the price advantage.

Terms and Conditions

The General Terms and Conditions and the Terms and Conditions of Sale that apply to the 2022 offer, can be found at ster.nl/voorwaarden.



TIPS

Test your commercial

Optimise your commercial by testing it. This can be done swiftly and automated via Ster AdScan or more extensively via Ster AdMeasure, in which your commercial is tested on a panel of approximately 100 people. Do you want to learn more about our commercial tests? Please [contact](#) one of our research consultants for more information.

Add radio to your TV campaign

If your budget permits, you do not need to choose between radio and TV. You can then extend your campaign to other media. This can have a positive effect on your commercial and can enhance your campaign recognition. When you combine TV and radio, you score 15% higher on spontaneous brand recognition, for example, and an impressive 39% higher on message transfer.

Ster Campaign Calculator

Would you like to know what a TV and/or radio campaign with Ster can do for your brand? The Ster Campaign Calculator offers insight into what you can achieve with your budget. To find out more or try it out immediately, go to ster.nl/campagnecalculator

Client Portal

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. You can apply for campaigns immediately or you can get a prognosis, based on machine learning, first. This offers you direct insight into what your campaign can achieve in coverage and contact frequency. Want to know more? Then go to ster.nl/klantportal and register!

ARE YOU READY FOR IT?

At Ster we can always provide you with customised advice on creating and running your commercial. Would you like to know the many possibilities, do you have questions or are you interested in one of our commercial tests?

Then please [contact us](#).





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