



# TERMS AND CONDITIONS OF SALE

2025 radio / television / online

**Ster** reclame



# STER TERMS AND CONDITIONS OF SALE

All our contracts for radio, television and online are subject to the Ster Terms and Conditions of Sale, the General Terms and Conditions and the 2025 Purchasing Brochure, as well as the rates and indices periodically published by Ster on its website (www.ster.nl). On this website, you will also find the submission requirements for radio, television and online.

This translation is being provided for the user's convenience only. The original Dutch text will be binding and will prevail in the event of any discrepancy or conflict between the original and its English translation.

## GENERAL

### ARTICLE 1 DEFINITIONS

These Terms and Conditions of Sale use the definitions from the General Terms and Conditions, unless deviated from in these Terms and Conditions of Sale. Further, the following terms will have the following meaning:

- ▶ **“Current News Spot”**: Purchase Option as mentioned in the Terms and Conditions of Sale, whereby the Client, under the conditions and in the manner described in the Terms and Conditions, requests Advertising Space for an Advertisement relating to current events and which Advertisement can be submitted up to two hours before the start of the Broadcast/Placement.
- ▶ **“Banner/Display”**: An Advertisement (including a Public Service Announcement) in the text and/or graphic section of the Ster Network.
- ▶ **“Visitor”**: A natural person visiting the Ster Network.
- ▶ **“Public Interest/Public Service Announcement”**: Purchase option offered in the Purchasing Brochure, whereby the Client can request Advertising Space at a relatively low rate or a relatively low Index under the conditions and in the manner described in the Terms and Conditions.
- ▶ **“Campaign”**: All Advertising Space to be purchased from Ster in a specified period to promote one specific brand, product, and/or service of the Advertiser.
- ▶ **“Channel”**: A selection of websites or video/audio clips compiled by Ster on the basis of the Target Group or context.
- ▶ **“CPM (Cost Per Mille)”**: Rate per 1,000 Impressions.

- ▶ **“Day & Night Time Television”**: Purchase option offered in the Purchasing Brochure, whereby the Client, under the conditions and in the manner as described in the Terms and Conditions, requests Advertising Space on a television distribution channel of a public media service outside the time period specified in the Purchasing Brochure under the Prime Time Television purchase option. The package can be upgraded using the “Premium” option.
- ▶ **“Direct Deals”**: The manual trading of Advertising Space on the Ster Network, whereby a Contract is concluded between Ster and the Client.
- ▶ **“Errors”**: All cases where an online Advertisement (including a Public Service Announcement) cannot be Placed on the Ster Network due to actions of the Client or the Advertiser.
- ▶ **“GRP Settlement”**: The determination for each Broadcast Cycle of the amount that the Client owes to Ster under Contracts based on GRPs.
- ▶ **“Hotspot”**: A Purchase Option whereby the Client, under the conditions and in the manner described in the Terms and Conditions, requests Advertising Space for a specific Advertising Slot and this Request is given priority over other purchase options when selling/reserving Advertising Space.
- ▶ **“Hotspot and Preferred Position”**: A Purchase Option whereby the Client, under the conditions and in the manner described in the Terms and Conditions, requests Advertising Space for a specific Advertising Slot and a specific position within this Advertising Slot, and this Request is given priority over other purchase options when selling/reserving Advertising Space.
- ▶ **“Impression”**: A Placement of an online Advertisement (including a Public Service Announcement) to a Visitor.
- ▶ **“Initial Request Deadline”**: Last date on which an Early Request for Advertising Space can still be submitted, as published annually on [www.ster.nl](http://www.ster.nl).
- ▶ **“Joint Advertising”**: A form of advertising whereby two advertisers jointly promote their products or services in a single Advertisement with a main advertiser (more dominant in the Advertisement) and a secondary advertiser (less dominant in the Advertisement).
- ▶ **“Games of Chance & Alcohol Television”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, can request Advertising Space after which Ster will have the Advertiser’s Advertisement Broadcast/Placed on a distribution channel of a public media service in accordance with the Terms and Conditions at a time to be designated by Ster. The Games of Chance & Alcohol proposition consists of the manifestations “long-odd games of chance” and “alcohol”.
- ▶ **“Multiple Spots Surcharge”**: A surcharge specified in the Purchasing Brochure for the television medium type charged under the conditions and in the manner described in the Terms and Conditions if an Advertisement (including a Public Service Announcement) of an Advertiser consists of a main spot and multiple tag-ons within the same Advertising Slot.
- ▶ **“Multimedia Volume Discount”**: The volume discount referred to in Article 3 of these Terms and Conditions of Sale that applies per calendar year and to which the Client may be entitled when purchasing certain volumes of Advertising Space.
- ▶ **“Net Base Price”**: The net base price for purchasing Advertising Space and having one or more Advertisements Broadcast/Placed therein, as stated for the various purchase options in the Purchasing Brochure and on [www.ster.nl](http://www.ster.nl).
- ▶ **“Underscore”**: Realisation of fewer GRPs per purchase option from the Purchasing Brochure than the number of GRPs to which the Advertiser is entitled based on the value of the Advertising Space requested by the Advertiser within that purchase option.

- ▶ **“Overscore”**: Realisation of more GRPs per purchase option from the Purchasing Brochure than the number of GRPs to which the Advertiser is entitled based on the value of the Advertising Space requested by the Advertiser within that purchase option.
- ▶ **“Premium”**: Purchase option offered in the Purchasing Brochure whereby Ster endeavours to achieve, under the conditions and in the manner described in the Terms and Conditions, a spread of the GRPs across various television distribution channels of public media services (channels) and/or in time.
- ▶ **“Pre-roll/Video”**: An online Public Service Announcement of up to 36 seconds that is Placed on the Ster Network.
- ▶ **“Prime Time Television”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, requests Advertising Space for broadcast of the Advertisement within the time period specified in the Purchasing Brochure on a television distribution channel of a public media service. The package can be upgraded using the “Premium” option.
- ▶ **“Region”**: The television, radio and/or online distribution channels of regional and local public media services.
- ▶ **“Select Packages for Television”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, can request Advertising Space after which Ster will have the Advertiser’s Advertisement Broadcast/Placed at a time to be designated by Ster in accordance with the Terms and Conditions, with the target group index already having been taken into account in the purchase option. The Select Packages for Television proposition consists of the manifestations “senior citizens”, “region” and “public interest”.
- ▶ **“Select Packages for Radio”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, can request Advertising Space after which Ster will have the Advertiser’s Advertisement Broadcast/Placed at a time to be designated by Ster in accordance with the Terms and Conditions, with the target group index already having been taken into account in the purchase option. The Select Packages for Radio proposition consists of the manifestations “public interest”, “public interest station selection” and “FunX”.
- ▶ **“Spot”**: Designation used in the Purchasing Brochure for an Advertisement intended to be broadcast on radio/television.
- ▶ **“Spread”**: Purchase option offered in the Purchasing Brochure whereby Ster endeavours to achieve, under the conditions and in the manner described in the Terms and Conditions, a spread of GRPs across various radio distribution channels of public media services (channels) and/or in time.
- ▶ **“Ster Time Radio”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, can request Advertising Space after which Ster will have the Advertiser’s Advertisement Broadcast/Placed at a time to be designated by Ster in accordance with the Terms and Conditions. The Ster Time Radio proposition consists of the manifestations “regular”, “hours”, “days”, “days + hours” and “rush hour”. The latter packages can be upgraded using the “Spread” option.
- ▶ **“Ster Time Television”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, can request Advertising Space at a relatively low Index and only without Spread and whereby the Advertiser’s Advertisement is scheduled by Ster in the broadcast schedule on a television distribution channel of a public media

service shortly before the time of Broadcast/Placement and after scheduling of the other purchase options. The package can be upgraded using the “Premium” option.

- ▶ **“Stopper Television”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, can request Advertising Space at a relatively low Index and only without Spread and whereby the Advertiser’s Advertisement is scheduled by Ster in the broadcast schedule on a television distribution channel of a public media service shortly before the time of Broadcast/Placement and after scheduling of the other purchase options.
- ▶ **“Stopper Customised Television”**: The purchase option Stopper Television, whereby the Client, under the conditions and in the manner described in the Conditions, may exclude or select time periods for the Broadcast/Placement of the Advertisement.
- ▶ **“Broadcast/Placement Value”**: The total of the amounts paid and owed by the Client to Ster for the Advertisements actually Broadcast/Placed by Ster for each Advertiser in a calendar year.
- ▶ **“VAST Tag”**: A Video Ad Serving Template Tag is a standardised code placed on websites and in apps of Advertising Space publishers that enables communication between the ad server and the video player.
- ▶ **“Fixed Costs per spot”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Terms and Conditions, requests Advertising Space against payment of a fixed amount per Broadcast/Placement of an Advertisement (and thus not on the basis of GRPs). This proposition can be upgraded using the Preferred Position option.

- ▶ **“Preferred Position”**: Purchase option offered in the Purchasing Brochure whereby the Client, under the conditions and in the manner described in the Conditions, requests Advertising Space for a specific position within a particular Advertising Slot.
- ▶ **“Early Request”**: Request for Advertising Space received by Ster before or on the Initial Request Deadline.
- ▶ **“Your Time Radio”**: Purchase option offered in the Purchasing Brochure, whereby the Client, under the conditions and in the manner described in the Conditions, requests Advertising Space for a specific Advertising Slot. This proposition can be upgraded using the Preferred Position option.
- ▶ **“Your Time Television”**: Purchase option offered in the Purchasing Brochure, whereby the Client, under the conditions and in the manner described in the Conditions, requests Advertising Space for a specific Advertising Slot. This proposition consists of the manifestations “fixed”, “variable” and “daytime fixed”. The latter packages can be upgraded by means of the options “Hotspot”, “Preferred Position” and the combination “Hotspot and Preferred Position”.

## ARTICLE 2 DISCOUNTS

**Paragraph 1** If the Client is entitled to a discount, it will be offset against the Indices (discounts and surcharges) applicable at spot level.

Example: The market index surcharge is settled directly with the Multimedia Volume Discount, the balance of which is processed in the spot prices.

## ARTICLE 3 MULTIMEDIA VOLUME DISCOUNT

**Paragraph 1** Subject to the conditions included in this Article 3, the Client can claim a Multimedia Volume Discount on the Net Base Price. The following scale applies:

▶ **Volume level 1**

Broadcast/Placement Value from EUR 250,000 to EUR 500,000 excluding VAT: 2% discount

▶ **Volume level 2**

Broadcast/Placement Value from EUR 500,000 to EUR 1,000,000 excluding VAT: 3% discount

▶ **Volume level 3**

Broadcast/Placement Value from EUR 1,000,000 to EUR 1,500,000 excluding VAT: 4% discount

▶ **Volume level 4**

Broadcast/Placement value from EUR 1,500,000 and higher excluding VAT: 5% discount

**Paragraph 2** If the Broadcast/Placement Value in a current calendar month exceeds the lower limit of a volume level from paragraph 1, the Client will be entitled to the Multimedia Volume Discount for that volume level from the next day up to and including the last calendar month of the current calendar year. Ster will deduct this volume discount from the Rates. The Multimedia Volume Discount applies per calendar year; the Client cannot claim or derive any rights to a Multimedia Volume Discount on the basis of the Broadcast/Placement Value from a calendar year that has already ended.

**Paragraph 3** Ster's administrative accounts are guiding for the calculation of the Broadcast/Placement Value for each Advertiser.

**Paragraph 4** The Multimedia Volume Discount will lapse if the Client has not paid amounts owed to Ster within the payment term specified in Article 12(1) of the General Terms and Conditions. In a calendar year, the Client may claim the Multimedia Volume Discount again from the first day of the next calendar month after no invoices are outstanding whose payment term has expired and the Client otherwise complies with the other provisions of this Article 3.

**Paragraph 5** The Broadcast/Placement Value is a value calculated by Ster for each Advertiser. When calculating the Broadcast/Placement Value, it is therefore not possible to add together the amounts paid and owed to Ster by different Advertisers for the Advertisements actually Broadcast/Placed by Ster in a calendar year, with the exception of what is provided in paragraph 6.

**Paragraph 6** In calculating the Broadcast/Placement Value, Ster understands the Advertiser to include its direct group relations. By a group, Ster means an economic unit within the meaning of Article 2:24b of the Dutch Civil Code. The Advertiser will, at Ster's first request, prove to Ster's satisfaction that there is a group relationship and provide a list of the group companies belonging to the group. If there are any changes in the group relationship during the calendar year – for example if a group company (or a part thereof) is acquired by a competitor – the Client will immediately inform Ster of this. In case there are changes in the group relationship, Ster will not retroactively set off discounts.

**Paragraph 7** If the Client is an Agency acting in its own name on behalf of the Advertiser, the Client will guarantee that it will provide the Advertiser with access to the Contracts and that it will be fully transparent towards the Advertiser with regard to the Multimedia Volume Discount. At the Advertiser's request, Ster may at any time provide the Advertiser with access to, or a copy of, the Contracts relating to the Advertiser's Advertisements.

If requested, Ster may also make announcements to the Advertiser about the amount of the Multimedia Volume Discount provided to the Client.

#### **ARTICLE 4 SALE/RESERVATION OF ADVERTISING SPACE AND EARLY REQUEST BENEFIT SCHEME**

**Paragraph 1** When selling/reserving Advertising Space in Advertising Slots (for radio and television), the purchase options included in the Purchasing Brochure that provide for the specific purchase of Advertising Space will, in principle, be given priority over the general purchase options in the Purchasing Brochure. Ster applies an Initial Request Deadline for the submission of radio and television Requests for each Broadcast Cycle. Early Requests will be given priority over Requests within the same purchase option received by Ster after the Initial Request Deadline. Early Requests with the same purchase option are treated equally among themselves and do not have priority over each other. If insufficient Advertising Space is available or applicants have requested the same position in the Ster Slot, Ster will consult with the competing applicants to reach a solution acceptable to all parties.

If this consultation does not lead to an agreement, Ster will decide by drawing lots which party's Request will be honoured, if desired in the presence of the competing applicants.

**Paragraph 2** When selling/reserving Advertising Space on the online/Ster Network, the "first come, first served" principle applies. This means that Requests for online/the Ster Network

will be processed by Ster on a first-come-first-served basis after the start of the purchase period of the respective Placement Cycle.

**Paragraph 3** Ster reserves the right to set further priority rules or to deviate from rules set, at its sole discretion.

#### **ARTICLE 5 MARKET INDICES AND EARLY REQUEST BENEFIT SCHEME**

**Paragraph 1** For television, Ster will establish a Market Index for the Broadcast of Advertisements on the day after the Initial Request Deadline of the relevant Broadcast Cycle.

**Paragraph 2** Ster will establish the Market Index for radio and online/the Ster Network at the same time as the Market Index for television. For online/the Ster Network, the Market Indices for Pre-roll/Video and Banner/Display may differ from each other.

**Paragraph 3** The Market Indices for television, radio and online/the Ster Network have a range of 80 to 110 and are applied to the net base prices as stated in the Purchasing Brochure and are also applicable to the Fixed Costs per Spot purchase option.

**Paragraph 4** An Early Request for television and radio is subject to a Market Index of up to 100. This means that if the Market Indices are set at a value lower than 100 after the Initial Request deadline, this lower Market Index will be applied to the Early Request, but if a Market Index is set higher than 100, a Market Index of 100 will be applied to the Early Request.

**Paragraph 5** For online/the Ster Network, the Market Indices for a Request in a Placement Cycle submitted prior to the establishment of the Market Indices of that Placement Cycle



cannot exceed 100. This means that if the Market Index is set at a value lower than 100, this lower Market Index will be applied, but if a Market Index is set higher than 100, a Market Index of 100 will be applied to the Request referred to in this paragraph. The Market Indices for Pre-roll/Video and Banner/Display are not mutually interchangeable and are applied separately to the Request.

**Paragraph 6** If, from the time of determination of the Market Index for a Broadcast or Placement Cycle, the Client shifts more than 25% of the total net value of its Requests for the Broadcast/Placement Cycle from the period up to the time of the establishment of the Market Index to outside the relevant Broadcast or Placement Cycle, the rights referred to in paragraphs 4 and 5 to a Market Index of up to 100 for the shifted part of the Requests above the said percentage of 25% will lapse.

The aforementioned total net value is determined on the basis of Market Index 100. Article 13.2 of the General Terms and Conditions will continue to apply in full in addition to the regulation in this paragraph 4.

**Paragraph 7** The provisions of paragraphs 4 and 5 will apply mutatis mutandis to additional Requested Advertising Space for a Campaign (main order) in a Broadcast or Placement Cycle after the Market Index is established, up to a maximum of 25% of the total net value of Advertising Space Requested for that Campaign before the Market Index is established. With regard to additional Advertising Space requested after the determination of the Market Index extra for a Campaign that exceeds the aforementioned percentage, the established Market Index will apply. The aforementioned total net value is determined on the basis of Market Index 100.

**Paragraph 8** This Early Request benefit scheme does not apply to the purchase options Stopper Television and Stopper Customised Television as mentioned in the Purchasing Brochure. The Market Index for the purchase options Stopper and Stopper Customisation is set at 100 and this Market Index will not be adjusted.

## ARTICLE 6 PUBLIC SERVICE ANNOUNCEMENTS

Ster determines whether a Client can use the purchase option for Public Service Announcements on television, radio and/or online/the Ster Network. In this regard, Ster applies the following conditions:

- ▶ The Advertiser is an institution with a scientific, cultural, religious, philosophical, political or charitable nature;
- ▶ The Advertiser has a quality mark issued by the Central Fundraising Bureau (CBF) or the status of public benefit organisation (PBO); and
- ▶ The Advertiser's message is not about purchasing a particular product or using a particular service available on the market, but about raising support or gaining favour for the Advertiser.

## ARTICLE 7 JOINT ADVERTISING

**Paragraph 1** Purchasing/reserving Advertising Space for Joint Advertising is only permitted with written permission from Ster. The Request must clearly indicate that it concerns Joint Advertising.

**Paragraph 2** The Client must supply a storyboard or the Advertisement together with the Request. The Request must clearly indicate who is the main and who is the secondary Advertiser. This must take into account, among other things, the extent to which both Advertisers are present in the Advertisement and the house style ('look and feel') of the Advertisement. In case of doubt or disagreement as to whether there is question of Joint Advertising or which party is the main or secondary Advertiser, Ster will make a binding decision on this.

**Paragraph 3** Joint Advertisements will only be placed under the Contract of the main Advertiser.

**Paragraph 4** In the pursuit of branch exclusivity as referred to in Article 17 of the General Terms and Conditions (on which Ster gives no guarantee whatsoever), Ster will, in the case of Joint Advertising, consider the branch of the main Advertiser as guiding.

**Paragraph 5** When a retailer advertises its product range, this is not considered Joint Advertising. However, it must then be clear that the retailer is the Advertiser, meaning that the retailer (or a Client acting in its own name but on behalf of the retailer) submits the Request and the Advertisement clearly has the retailer's house style.

There is Joint Advertising when:

- ▶ The logo or figurative mark of a party from the product range is displayed prominently (which occurs in any case when the logo or figurative mark is on screen for more than 3 seconds or is displayed full screen);

- ▶ The Advertisement contains both a logo or a figurative mark and spoken text of a party from the product range;
- ▶ The house style of a party from the product range (in image or sound) is prominent in the Advertisement.

**Paragraph 6** If a Client conducts a Joint Advertising campaign with a competitor of Ster or the public media services (such as a commercial radio/television station or internet site), the following additional conditions will apply:

- ▶ No cable/ether frequency or internet address will be mentioned, named and/or shown;
- ▶ The logo and/or name of the competitor may be visible in the bottom left or right-hand corner of the image for a maximum duration of 3 seconds and may not occupy more than 5% of the total image.

## ARTICLE 8 TAG-ON

A tag-on is a very short Advertisement broadcast on radio or television shortly after the main spot is aired. The purpose of a tag-on is to grab the viewer or listener's attention again within the same advertising slot. For this reason, a tag-on must have the same house style ('look and feel') as the main spot.

## ARTICLE 9 PROHIBITION ON 'DOWNGRADING' PURCHASE OPTIONS

The Client is not allowed to rebook a requested purchase option on TV or radio in the same time period to a lower / cheaper purchase option.

## ARTICLE 10 MERGING PARTIAL ORDER WITHIN BROADCAST CYCLE

Ster merges purchase options with the same spot length into a partial order within the Broadcast cycle.

# TERMS AND CONDITIONS OF SALE FOR TELEVISION GENERAL PROVISIONS

## ARTICLE 11 SUBTITLING

To further increase the accessibility of media offerings on the NPO's distribution channels, Ster is making an effort to provide subtitles for all Advertisements on television via teletext page 888. If the Client objects to this, it must inform Ster of this by e-mail no later than three business days before the Broadcast Date.

## ARTICLE 12 PURCHASE OPTION PREMIUM

**Paragraph 1** If the Client submits a Request with the purchase option Premium from the Purchasing Brochure, Ster will endeavour to achieve a Spread of the GRPs by week. There is no push for a Spread by day.

**Paragraph 2** If the Client agrees with Ster to implement changes to the Campaign three (3) business days or less before the start of the Campaign or during the Campaign, Ster's best efforts obligation on Premium will lapse.

## ARTICLE 13 SETTLEMENT BY GRP; OVERSCORES AND UNDERSCORES

**Paragraph 1** The GRP settlement is based on the audience share figures of the Dutch media research institute Nationaal Media Onderzoek (NMO). The GRPs realised on the basis of the Contract are determined by Ster on the basis of the realised average viewing density of the Advertising Slot in which the Broadcast/Placement of the Advertiser's Advertisement took place, as measured by NMO (measurement including deferred viewing up to and including six days after the linear Broadcast).

The Client will be invoiced on the basis of the number of GRPs supplied as stated in the broadcast schedule in Starlight or Ster's client portal.

**Paragraph 2** The Client agrees in advance that in the event that NMO is unable, for whatever reason, to provide audience share figures (or is unable to do so on time), the GRP settlement will be based on audience measurement conducted by Ster or a third party appointed by Ster.

**Paragraph 3** At the end of a Broadcast Cycle (calendar month), all Overscores and Underscores of the various agreed purchase options (partial orders) for each Campaign (main order) of the Client in that particular Broadcast Cycle will be offset against each other, with the exception of purchase options where all GRPs are charged to the Client (such as the Your Time Television "variable" proposition described in the Terms and Conditions of Sale). If there is an Overscore after this settlement, Ster will not charge this to the Client.

**Paragraph 4** If a Campaign exceeds the Broadcast Cycle and if, for each Broadcast Cycle in which the Campaign falls, it does not meet the conditions in the Purchasing Brochure regarding the minimum number of Campaign Days and GRPs, Ster will apply a method of settlement that deviates from paragraph 3.

In that case, no settlement of Overscores and Underscores for each Broadcast Cycle (part of the Campaign) will take place, but the Overscores and Underscores of the agreed purchase options for the entire relevant Campaign will be settled against each other, regardless of the Broadcast Cycle they fall into. In case of a sales freeze, Underscores will not be settled with the second broadcast cycle.

**Paragraph 5** If the Client indicates to Ster that it wishes to initiate two Campaigns (main orders) within one (1) Broadcast Cycle, it will be at Ster's discretion whether it actually concerns two Campaigns or whether it concerns the same brand/product/service of an Advertiser and therefore a single Campaign.

## ARTICLE 14 BROADCAST SCHEDULES

**Paragraph 1** Broadcast schedules are established by Ster at its discretion and may change during the Broadcast Cycle. Advertisements are scheduled into Advertising Slots by Ster in accordance with the Terms and Conditions, unless the Client opts for the purchase options Your Time Television and Fixed Costs per spot, whereby the Client itself has influence on the scheduling of the Advertisement. For the latter purchase options, Ster will make every effort to broadcast the Advertisement in the Advertising Slot requested by the Client.

**Paragraph 2** If the Client wishes to request a specific position within a particular Advertising Slot, this is only possible via the Your Time Television purchase options with the Preferred Position and/or Fixed Costs per spot upgrade with the Preferred Position upgrade. For these purchase options, Ster will make every effort to broadcast the Advertisement at the specific position requested by the Client within an Advertising Slot.

## ARTICLE 15 MULTIPLE SPOTS SURCHARGE (TELEVISION)

Ster will charge a Multiple Spots Surcharge from three spots onwards, the amount of which is stated in the Purchasing Brochure. This means that a surcharge will be charged if an Advertisement (including a Public Service Announcement) of an Advertiser consists of a main spot and at least two tag-ons (regardless of the order) within the same Advertising Slot.

## ARTICLE 16 EVENTS

For Advertising Slots during events, Ster may deviate from the purchase options in the 2025 Purchasing Brochure. Deviating purchase options, Rates and Indices applicable to the Advertising Slots surrounding this programming will be published on [ster.nl](https://ster.nl).

## ADDITIONAL/DEVIATING CONDITIONS PER PURCHASE OPTION

### ARTICLE 17 ADDITIONAL/DEVIATING CONDITIONS PURCHASE OPTION YOUR TIME TELEVISION

The purchase option Your Time Television is subject to the following additional/deviating conditions:

- ▶ With the “fixed”, “variable” and “daytime fixed” (possibly in combination with the Preferred Position and/or Hotspot upgrades) proposition, the Client requests Advertising Space (in a certain position) in specific Advertising Slots at a certain budget. If it already appears during the term of the Contract that there is question of Overscore, Ster will be entitled to write off the Overscore, without being obliged to compensate any loss for the Client resulting from this decision.
- ▶ The Your Time Television “fixed” proposition has a minimum GRP requirement of 10 GRPs per Campaign, per calendar month, per spot length.
- ▶ The Your Time Television “daytime fixed” proposition has a minimum GRP requirement of 5 GRPs per Campaign, per calendar month, per spot length.
- ▶ In the event that Ster has imposed a (partial) sales freeze, it will not be possible for the Client to reserve more space than the Advertising Space requested before the Initial Request deadline in a Your Time Television package.
- ▶ The Hotspot and the combination Hotspot and Preferred Position upgrades can only be purchased before the Initial Request deadline. Requests with the Hotspot upgrade will be given priority when purchasing/reserving Advertising Space. It is not possible to rebook/downgrade a requested Hotspot upgrade or the combination Hotspot and Preferred Position upgrade.
- ▶ For each purchase option, upgrades (such as Hotspot and Preferred Position) of competing applicants will be treated equally and will not have priority over each other, regardless of which Your Time Television package is being purchased (with the exception of Your Time Television Daytime Fixed).
- ▶ It is possible to purchase a Preferred Position with the Your Time Television “fixed”, “variable” and “daytime” proposition. For each purchase option, the upgrades (such as Hotspot and Preferred Position) of competing applicants will be treated equally and will not have priority over each other, regardless of which Your Time Television package is being purchased (with the exception of Your Time Television “daytime fixed” proposition). Only when purchasing in combination with the Hotspot upgrade will there be any priority compared to purchasing without Hotspot.
- ▶ For the Your Time Television “variable” proposition, an Underscore maximum of 15% applies with a maximum of 10 GRPs. Under this package, all GRPs are charged and no settlement takes place with the other purchase options. It is not possible (within a Broadcast/Placement cycle) to buy the “variable” and “fixed” propositions in combination.
- ▶ With Your Time Television propositions, the Client can purchase the Current News Spot upgrade. This is subject to a surcharge of 15% over the Net Base Price of the relevant purchase option. With this option, the Advertisement must be submitted no later than two (2) hours before the start of the Broadcast/Placement.
- ▶ Per Ster Number and per spot length, a purchase option may be used once per calendar month.

## **ARTICLE 18 ADDITIONAL/DEVIATING TERMS AND CONDITIONS FOR PRIME TIME TELEVISION, STER TIME TELEVISION AND DAY & NIGHT TIME TELEVISION PURCHASE OPTIONS**

The purchase options Prime Time Television, Ster Time Television and Day & Night Time Television are subject to the following additional/deviating terms and conditions:

- ▶ With the Prime Time Television purchase option, the Advertisement will be broadcast between 18:00 and 24:00 hours. With the Day & Night Time Television purchase option, it is permitted to make a Request that relates only to day time (06:00 - 18:00), with the index on this purchase option being increased by 5 index points. The minimum number of GRPs is stated in the Purchasing Brochure.
- ▶ Ster is entitled to deviate from the above time periods by a maximum of 15 minutes when broadcasting Advertisements.
- ▶ The Client may exclude days until no later than three (3) business days before the start of the Campaign.
- ▶ It is not possible to waive the Premium upgrade after the Request.
- ▶ Per Ster Number and per spot length, a purchase option may be used once per calendar month.

## **ARTICLE 19 ADDITIONAL/DEVIATING TERMS AND CONDITIONS STOPPER TELEVISION AND STOPPER CUSTOMISED TELEVISION**

The purchase options Stopper Television and Stopper Customised Television are subject to the following additional/deviating terms and conditions:

- ▶ The Client may exclude days until no later than three (3) days before the start of the Campaign.

- ▶ The Market Index is set at 100 and will not change during the calendar year.
- ▶ Per Ster Number and per spot length, a purchase option may be used once per calendar month.

## **ARTICLE 20 ADDITIONAL/DEVIATING TERMS AND CONDITIONS STER CULTURE ...**

The purchase option Ster Culture ... is subject to the following additional/deviating conditions:

- ▶ The Client has an Advertisement of a cultural nature.
- ▶ Per Ster Number and per spot length, a purchase option may be used once per calendar month.
- ▶ Ster will make every effort to group the Advertisements of Advertisers using the Ster Culture ... purchase option together.
- ▶ Ster determines when a Ster Culture ... slot is framed with a Ster Culture ... bumper and/or leader.
- ▶ Ster has the option to unilaterally adjust the slot selection for one month.
- ▶ For the Ster Culture ... starter package in addition to the above conditions, there must be question of a Public Service Announcement.

## **ARTICLE 21 ADDITIONAL/DEVIATING TERMS AND CONDITIONS GAMES OF CHANCE & ALCOHOL**

The following additional conditions apply to the Games of Chance & Alcohol purchase options:

- ▶ The games of chance proposition can only be purchased by so-called "long odd"

games of chance advertisers. The alcohol proposition can only be purchased by alcohol advertisers.

- ▶ Per Ster Number and per spot length, a purchase option may be used once per calendar month.

## ARTICLE 22 OTHER ADDITIONAL/DEVIATING TERMS AND CONDITIONS

The following additional terms and conditions apply to the Television Select Packages:

- ▶ The “public interest” Select Package is only available for Public Service Announcements. Ster makes use of public media service channels.
- ▶ For purchasing the “region” Select Package, Ster applies a minimum amount spent of EUR 3,000 excluding VAT.
- ▶ For purchase by Region, an allocation is made to the following television channels: RTV NH, RTV Oost, Omroep Brabant, RTV Drenthe, Omrop Fryslân, Radio and TV Gelderland, RTV Noord, RTV Rijnmond, RTV Utrecht, RTV West, L1, Omroep Flevoland, Omroep Zeeland and AT5.
- ▶ The broadcast times of Advertising Slots may vary from one channel to another. Ster calculates the total cumulative GRPs per Advertising Slot Region (sum of the individual Advertising Slot Regions).
- ▶ Ster endeavours to broadcast the same advertising slot within a 2-hour period on the Region channel.
- ▶ Ster may adjust the composition of the Region channels.

## TERMS AND CONDITIONS OF SALE FOR RADIO GENERAL PROVISIONS

### ARTICLE 23 SPREAD

If the Client submits a Request with the Spread upgrade from the Purchasing Brochure, Ster will make every effort during the Campaign to achieve an equal Spread of the number of Advertisements over the days of the Campaign. If the Request relates to several distribution channels of public media services, Ster will endeavour to broadcast an equal number of Advertisements per distribution channel per day. GRPs are guiding.

### ARTICLE 24 REQUEST BY GRP

**Paragraph 1** The GRP settlement is based on the audience share figures of the Dutch media research institute Nationaal Media Onderzoek (NMO). Ster follows the reporting rules of the NMO in this regard, as formulated in the document NMO Calculation and reporting rules. The GRPs realised under the Contract are established by Ster on the basis of the average listening density measured and realised by NMO for the published time unit of the broadcast in which the Broadcast of the Advertiser’s Advertisement took place.

**Paragraph 2** The Client agrees in advance that in the event that NMO is unable, for whatever reason, to provide audience share figures (or is unable to do so on time), the GRP settlement will be based on audience measurement conducted by Ster or a third party appointed by Ster.

**Paragraph 3** At the end of a Broadcast Cycle (calendar quarter), all Overscores and Underscores of the various agreed purchase options (partial orders) per Campaign (main order) of the Client in the relevant Broadcast Cycle will be offset against each other. If there is an Overscore after this settlement, Ster will not charge this to the Client.

## ARTICLE 25 SCHEDULING OF BROADCAST SCHEDULES

**Paragraph 1** Broadcast schedules are established by Ster at its discretion and may change during the Broadcast Cycle. Ster divides Advertisements into Advertising Slots, unless the Client uses the purchase option Your Time Radio and/or Fixed Costs per Spot. For the latter purchase options, Ster will make every effort to broadcast the Advertisement in the Advertising Slot requested by the Client.

**Paragraph 2** If the Client wishes to request a specific position within a particular Advertising Slot, this is only possible via the Your Time Radio purchase options with the Preferred Position upgrade and/or Fixed Cost per Spot with the Preferred Position upgrade.  
For these purchase options, Ster will make every effort to broadcast the Advertisement at the specific position requested by the Client within an Advertising Slot.

## ARTICLE 26 TOP 2000 AND SERIOUS REQUEST

Ster may deviate from the purchase options of the 2025 Purchasing Brochure for Advertising Slots during events, such as Top 2000 and Serious Request.  
Deviating purchase options, Rates and Indices applicable to the Advertising Slots surrounding this programming will be published on [ster.nl](https://ster.nl).

## ADDITIONAL/DEVIATING CONDITIONS PER PURCHASE OPTION

### ARTICLE 27 ADDITIONAL/DEVIATING TERMS AND CONDITIONS PURCHASE OPTION STER TIME RADIO

The purchase option Ster Time Radio is subject to the following additional/deviating conditions:

- ▶ The time periods stated in the Purchasing Brochure for the various Ster Time Radio propositions start with the Advertising Slot before the News of the starting hour stated in the Purchasing Brochure and end with the Advertising Slot after the News of the ending hour stated in the Purchasing Brochure.
- ▶ If the Client requests Advertising Space via the Ster Time Radio purchase option and indicates a desired number of Advertisements per day, this will be considered as a request for a Ster Time Radio package with the Spread upgrade. GRPs are also guiding in the Spread option.
- ▶ It is not possible to waive the Spread upgrade after the Request.



## **ARTICLE 28 ADDITIONAL/DEVIATING TERMS AND CONDITIONS PURCHASE OPTION YOUR TIME RADIO**

With the Your Time Radio proposition, the Client can purchase a Current News Spot option. This is subject to a surcharge of 15% over the Net Base Price of the relevant purchase option. With this option, the Advertisement must be submitted no later than two (2) hours before the start of the Broadcast.

## **ARTICLE 29 SELECT PACKAGES**

The purchase option Select Packages Radio is subject to the following additional/deviating conditions:

- ▶ Select package “FunX” can only be purchased through Fixed Costs per spot and can be upgraded with a Preferred position. The amount of the surcharge is listed in the Purchasing Brochure.
- ▶ The “public interest” and “public interest channel selection” Select Packages are only available for Public Service Announcements.
- ▶ The time periods stated in the Purchasing Brochure for the “public interest” and “public interest channel selection” Select Packages start with the Advertising Slot before the News of the starting hour stated in the Purchasing Brochure and end with the Advertising Slot after the News of the ending hour stated in the Purchasing Brochure.

## **ARTICLE 30 ADDITIONAL/DEVIATING TERMS AND CONDITIONS STER CULTURE ...**

The purchase option Ster Culture ... is subject to the following additional conditions:

- ▶ The Client has an Advertisement of a cultural nature.
- ▶ Per Ster Number and per spot length, a purchase option may be used once per calendar month.
- ▶ Ster will make every effort to group the Advertisements of Advertisers using the Ster Culture ... purchase option together.
- ▶ Ster determines when a Ster Culture ... slot is framed with a Ster Culture ... bumper and/or leader.
- ▶ Ster has the option to unilaterally adjust the slot selection for one month.

## **ARTICLE 31 OTHER ADDITIONAL/DEVIATING TERMS AND CONDITIONS BY REGION**

In the case of partial purchase by Region target group, the following additional/deviating terms and conditions apply:

- ▶ The Region includes the following radio channels: RTV NH, RTV Oost, Omroep Brabant, RTV Drenthe, Omrop Fryslân, Radio and TV Gelderland, RTV Noord, RTV Rijnmond, RTV Utrecht, RTV West, L1, Omroep Flevoland and Omroep Zeeland.
- ▶ Ster is entitled to change the composition of channels. It is not possible to exclude one or more channels.
- ▶ For purchasing the Region package, Ster applies a minimum amount spent of EUR 3,000 excluding VAT.

# TERMS AND CONDITIONS OF SALE ONLINE

## GENERAL PROVISIONS

### ARTICLE 32 PRE-ROLL/VIDEO & BANNER/DISPLAY

**Paragraph 1** Both Pre-rolls/Videos and Banners/Display are placed online and on the Ster Network. Banners/Display Advertising space is available for both Advertisements and Public Service Announcements, while Pre-rolls/Videos are only available for Public Service Announcements. The terms and conditions associated with the purchase option Public Service Announcements are set out in Article 6 of these Terms and Conditions of Sale. For more information, see the 'submission requirements online' at [www.ster.nl](http://www.ster.nl).

**Paragraph 2** The Banner/Display proposition is not available to so-called "short odd" games of chance advertisers (including remote games of chance providers).

### ARTICLE 33 MINIMUM SPENDING REQUIREMENT

**Paragraph 1** For Direct Deals, a minimum spending requirement of EUR 2,500 excluding VAT applies per Campaign.

**Paragraph 2** Ster broadcasts Impressions at its own discretion, unless specifically purchased at programme or segment level. The selection of websites or video/audio clips within a Channel target group or context category can be changed at any time.

**Paragraph 3** Ster makes every effort to broadcast purchased Impressions evenly over the campaign period. The number of Impressions broadcast is determined on the basis of measurement results derived from the ad management systems used by Ster. Campaigns are invoiced monthly, in arrears, based on the aforementioned measurement results. Ster's administrative accounts are guiding in this respect.

**Paragraph 4** Ster is entitled to broadcast up to 10% of the Campaign on the online channels of the regional public media institutions. If a Client wishes to be present exclusively on the online channels of the national public media institutions, it must indicate this in the Request and Ster will then apply the ROS rate as set out in the Terms and Conditions.

**Paragraph 5** Ster is entitled to adjust CPM rates on a quarterly basis. Ster communicates the Rates no later than 6 weeks prior to the relevant calendar quarter on [www.ster.nl](http://www.ster.nl).

### ARTICLE 34 PAUSING A CAMPAIGN

If a Campaign is paused at the request of the Client, Ster will recalculate the number of impressions still to be broadcast at the time the Campaign is resumed at the request of the Client. During the period when the Campaign is paused, the impressions reserved for the Client are released to other Advertisers and Ster can therefore no longer guarantee full placement of the relevant Campaign.

## ARTICLE 35 ERRORS

If Ster detects more than 5,000 Errors per day in a Campaign on the basis of measurement results from the ad management systems used by Ster, Ster will be entitled to unilaterally suspend the delivery of the Campaign until the Client has remedied the Errors. If Ster suspends a Campaign, it will inform the Client of this as soon as possible.

## ARTICLE 36 VAST TAG

In each VAST Tag, a maximum of one Public Service Announcement may be submitted, which may not be changed in the interim. A new VAST Tag must be submitted when the Public Service Announcement changes.





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## SOCIAL MEDIA

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[f sterreclame](https://www.facebook.com/sterreclame)

[@ sterreclame](https://www.instagram.com/sterreclame)

## WEBSITE

[ster.nl](http://ster.nl)

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