



2026 OFFER

Purchase options radio / television / online



reclame



ADVERTISING WITH THE PUBLIC BROADCASTER



For over 60 years Ster has helped brands benefit from the strength of the public broadcaster's programmes on TV, radio and online. In 2026, Ster is, once again, the logical choice.

CONSISTENT, RELIABLE PROGRAMMING

The public broadcaster's programmes draw in a broad audience on a daily basis and inform, inspire and connect Dutch society. From the NOS Journaal and Pauw & De Wit to Radar, Even tot Hier, Wie is de Mol?, de Slimste Mens and the Top 2000. Programmes that are current, impactful and relevant.

MASS COVERAGE THAT WILL PROPELL YOUR BRAND FORWARD

Furthermore, viewers have a great year to look forward to, packed with 'orange' sports, such as the Olympic Winter Games and the men's Football World Championship. Live sports that engage millions of Dutch viewers and offer them a shared experience. Through Ster, you will reach millions of viewers and listeners at once, creating maximum impact for your brand.

REGIONAL PUBLIC BROADCASTERS

Ster also offers the strength of regional public broadcasters, both on radio and on television. The 14 regional broadcasters know what is happening in their region and bring that to their large and diverse audience daily.

By running your campaign around local news and events, such as Carnival, the Nijmegen 4Days Marches, cultural festivals and numerous other special moments, you will increase your exposure at the heart of where it is happening and establish a direct connection with the region.

Discover more at ster.nl/regionaal

SCORE WITH ORANGE

2026 promises to be yet another veritable Orange sports' year for the Netherlands. With a winter filled with highlights and a scintillating sports summer. Your brand can profit from that sense of national pride. With Ster, you will score your greatest potential.

Find out more at ster.nl/scoormetoranje





OLYMPIC WINTER GAMES 6 - 22 FEBRUARY

For the first time in almost 20 years, the Olympic Winter Games will take place close to home, in Italy. For 17 days everything will revolve around live elite sports, reports and analyses. With millions of viewers and listeners tuning in, this is the moment for your brand to create an impact.

TELEVISION	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
OS DAYTIME	85	25-67	<ul style="list-style-type: none">▶ Ster schedules around Olympics programming between 6 AM and 6 PM▶ A minimum of 5 GRPs and 5 days
OS	100		<ul style="list-style-type: none">▶ Ster schedules around Olympics programming all day▶ A minimum of 5 GRPs and 5 days

RADIO	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
OS	90	46-67	<ul style="list-style-type: none">▶ Placement on NPO Radio 1 around Olympics programming between 6 AM and midnight▶ A minimum of 7 days▶ Priority on placement except for Your Time and Fixed Costs per Spot▶ Spreading of the number of spots per day▶ Exclusively to be purchased with the NPO Radio 1 basic annual rate





WORLD CHAMPIONSHIP MEN'S FOOTBALL 11 JUNE - 19 JULY

The World Championship men's football is just around the corner, offering brands a powerful opportunity to score as well. Major sports tournaments traditionally attract vast audiences, giving your campaigns exposure to millions of viewers and listeners. Advertising around sports can increase brand awareness, strengthen your brand image and drive purchase intent.

NPO provides extensive coverage of the Football World Championship. All matches are broadcast live on television and via NPO Start, while the studio programmes are also very well viewed. The Championship can also be followed on NPO Radio 1, the leading news and sports radio station in the Netherlands.

With our purchase options across television, radio and online, your brand benefits from both the scale of these events and the high appreciation audiences have for sports programming. Discover the possibilities at ster.nl/wk. Feel free to contact us to discuss the options for your brand — we are always happy to provide tailor-made advice.

Will we be seeing or hearing your campaign around one or more of these sporting tournaments?

Score with Orange at Ster. Visit ster.nl/wk



TOUR DE FRANCE 4 - 26 JULY

NPO Radio 1 is the only Dutch radio station to report live on the entire Tour de France. Since 1970 this station has been a trusted voice for millions of speed cycling fans.

RADIO	PURCHASE OPTION INDEX	TARGET GROUP	TERMS AND CONDITIONS
TOUR DE FRANCE 1 WEEK	105	46-67	<ul style="list-style-type: none"> ▶ Placement on NPO Radio 1 between 2 PM and 6:30 PM ▶ Priority on placement except for Your Time and Fixed Costs per Spot
TOUR DE FRANCE 3 WEEKS	100		<ul style="list-style-type: none"> ▶ Ster schedules, broadcasting schedule is variable ▶ Spreading of number of spots per day ▶ Only to be purchased with the NPO Radio 1 basic annual rate



2026 HIGHLIGHTS



QUARTER 1 JANUARY - MARCH



EC Distances

9 - 11 January



EC Short Track

16 - 18 January



Olympic Winter games

6 - 22 February



WC Allround

5 - 8 March



Paralympic Winter games

6 - 15 March



WC Short Track

13 - 15 March



Spring Classics

March and April



QUARTER 2 APRIL - JUNE



The Passion

2 April



King's Day

27 April



Eurovision Song Contest

12, 14 and 16 May



WC Football for men

11 June - 19 July



NL Speed cycling

June



QUARTER 3

JULY - SEPTEMBER



Tour de France
4 - 26 July



Tour de France Femme
1 - 8 August



EC Athletics
10 - 16 August



WC Hockey
15 - 30 August



WC Rowing
24 - 30 August



WC Speed cycling
September

QUARTER 4

OCTOBER - DECEMBER



WC Gymnastics
17 - 25 October



NPO Classical Top 400
October



WC Track Cycling
October



NPO FunX DiXte 1000
November



**NPO Radio 5 Evergreen
Top 1000**
November



NPO 3FM Serious Request
18 - 24 December



NPO Radio 2 Top 2000
25 - 31 December





BENEFITS IN 2026

At Ster you know what to expect. In 2026 we continue our policy of transparent rates and stable purchasing methods. The discounts and benefits remain unchanged to 2025. Here they are.

MULTIMEDIAL VOLUME DISCOUNT AND CONTRACTS

In a volume contract you lay down the minimum budget you will spend with Ster throughout the year. The discount you receive for that, is directly set off against the rates. The discount applies to your campaigns on radio, television and online. You can enter into a volume contract from €250,000 whereby the following discount tiers apply:

- ▶ €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 2026. The discount then applies from 1 January 2026. It is, of course, also possible to purchase campaigns without a volume contract. The discount is then offered from the moment that a tier has been reached and only applies to the volume within that tier.

EARLY PAYMENT AND SYSTEM DISCOUNT

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

GUARANTEED RATE, PRIORITY PLACEMENT

Campaigns on radio, television and online that are requested before the initial request deadline for the purchase period, are given priority on the reservation of advertising space. Furthermore, Ster applies a market index of 100 to campaigns requested before the request deadline. Should the market index come out lower than 100, you will benefit from the lower market index. For requests after the deadline the published market index, varying from 80 to 120, will be applied. The initial request deadlines are published at ster.nl/deadlines.

General Terms and Conditions

The General Terms and Conditions that apply to the 2026 Offer are published at ster.nl/voorwaarden.



PURCHASE OPTIONS RADIO

There are two possible forms of purchase: 'Fixed Costs per Spot' and Fixed Costs per GRP'.

FIXED COSTS PER SPOT

With Fixed Costs per Spot the rate is fixed, regardless of the listening figures achieved. An overview of the rates for the purchase of radio at Fixed Costs per Spot are published monthly at [ster.nl/inkoopopties](https://www.ster.nl/inkoopopties). The rates per second are indicated per station, per day and per block. The surcharge for a preference position is 5%.

FIXED COSTS PER GRP

With Fixed Costs per GRP you make your purchase based on the number of GRPs you wish to realise. This rate depends on various indices, according to the formula on the following page.

FIXED COSTS PER GRP* =

BASIC ANNUAL RATE

x

PURCHASE OPTION INDEX

x

MONTHLY INDEX

x

SPOT LENGTH INDEX

x

MARKET INDEX

x

VOLUME DISCOUNT

* The ultimate costs per GRP may vary slightly in our booking system, due to rounding up to whole Euros in the interim. Please refer to the 2026 General Terms and Conditions at ster.nl/voorwaarden.

BASIC ANNUAL RATE

RADIO STATION AND TARGET GROUP	BASIC ANNUAL RATE
NPO RADIO 1 46-67	€ 200
NPO RADIO 2 25-67	€ 260
NPO 3FM 25-45	€ 210
NPO KLASSIEK 55+	€ 65
NPO RADIO 5 55+	€ 65
REGIO 46-67	€ 200
NPO FUNX	€ 4 *

PACKAGE	BASIC ANNUAL RATE	SCHEDULING
COMBI 25-67	€ 210	<ul style="list-style-type: none"> ▶ All stations, excl. NPO Klassiek and FunX ▶ Exclusion of one station maximum at + € 10 per GRP
COMBI 25-59	€ 240	<ul style="list-style-type: none"> ▶ NPO Radio 2 and NPO 3FM
COMBI 50+	€ 75	<ul style="list-style-type: none"> ▶ NPO Radio 1, Klassiek, Radio 5 and Regional ▶ Exclusion of one station maximum at + € 5 per GRP
ALGEMEEN NUT 25+	€ 130 Purchase option index incorporated in basic annual rate	<ul style="list-style-type: none"> ▶ A minimum of 7 consecutive days ▶ Time slot 6 AM - midnight ▶ Ster schedules on all stations, excl. NPO FunX
ALGEMEEN NUT ZENDERKEUZE 25+	€ 160 Purchase option index incorporated in basic annual rate	<ul style="list-style-type: none"> ▶ A minimum of 5 consecutive days ▶ Time slot 6 AM - midnight ▶ Possible on NPO Radio 1, Radio 2, Klassiek, Radio 5 and Regional ▶ Schedule includes spreading

* Rate per second based on Fixed Costs per Spot.

PURCHASE OPTION INDEX

PURCHASE OPTION	INDEX	SCHEDULING	TERMS AND CONDITIONS
YOUR TIME		Free choice of block	
YOUR TIME	115		▶ Exclusively to be purchased with station basic annual rate
POSITION PREFERENCE	+5		▶ Exclusively to be purchased in combination with Your Time
STER TIME		Ster schedules	
PREMIUM	100 Customization +10	▶ Guarantee on equal number of spots per station per day. GRPs are leading.	▶ 7 days per week ▶ Time period 6 AM to midnight
PLUS	85 Customization +10	▶ Number of spots per station per day are divided as equally as possible. Slight deviations in division may occur.	▶ The broadcasting schedule is variable; spots are not fixed ▶ Customisation: exclusion of days (4 days per week minimum) and/or hours (6 hours per day minimum)
BASIC	70 Customization +10	▶ Equal spreading of number of spots per station per day as long as space permits.	
STOPPER	60	<ul style="list-style-type: none"> ▶ Ster schedules; all day ▶ No guarantee on placement ▶ Placement possible on all stations ▶ No spreading 	<ul style="list-style-type: none"> ▶ A minimum of 14 consecutive days within a calendar month and 100 GRPs ▶ No broadcasting schedule ahead of time (spots are booked progressively 3 days prior to broadcast) ▶ Exclusively to be purchased with Combi 25-67

MONTHLY INDEX

MONTH	INDEX
JANUARY	70
FEBRUARY	75
MARCH	90
APRIL	100
MAY	100
JUNE	100
JULY	60
AUGUST	70
SEPTEMBER	125
OCTOBER	140
NOVEMBER	150
DECEMBER	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

The market index varies between 80 and 120. Ster publishes the market index monthly at ster.nl/inkoopinformatie.





PURCHASE OPTIONS

TELEVISION

There are two possible forms of purchase: 'Fixed Costs per Spot' and Fixed Costs per GRP'.

FIXED COSTS PER SPOT

With Fixed Costs per Spot the rate is fixed, regardless of the viewing figures achieved. An overview of the rates for the purchase of television at Fixed Costs per Spot are published monthly at ster.nl/inkoopopties. The rates per 30 seconds are indicated per channel, per day and per block. In the case of deviating spot lengths, the spot length index applies. The surcharge for a preference position is 30%.

FIXED COSTS PER GRP

With Fixed Costs per GRP you make your purchase based on the number of GRPs you wish to realise. This rate depends on various indices, according to the formula on the following page.

FIXED COSTS PER GRP* =

BASIC ANNUAL RATE

x

PURCHASE OPTION INDEX

x

MONTHLY INDEX
SPOT LENGTH INDEX

x

MARKET INDEX
VOLUME DISCOUNT AND/OR SURCHARGE

* The ultimate costs per GRP may vary slightly in our booking system, due to rounding up to whole Euros in the interim. Please refer to the 2026 General Terms and Conditions at ster.nl/voorwaarden.

BASIC ANNUAL RATE

TARGET GROUP	BASIC ANNUAL RATE	SCHEDULING
25-67	€ 740	<ul style="list-style-type: none"> NPO channels and Regional
SHOPPERS 25-67	€ 700	
MALE 25-67	€ 740	
FEMALE 25-67	€ 740	
68+	€ 130 Premium purchase option index included in basic annual rate	<ul style="list-style-type: none"> Ster schedules; NPO 1 (to 6 PM) and NPO 2 and Regional (all day) A minimum of 5 campaign days and a minimum of 5 GRPs Spreading based on best effort
REGIONAL 25+	€ 480 Premium purchase option index included in basic annual rate	<ul style="list-style-type: none"> Ster schedules; Regional (all day) A minimum of 5 campaign days Spreading based on best effort
GENERAL PUBLIC INTEREST 25+	€ 325 Premium purchase option index included in basic annual rate	<ul style="list-style-type: none"> Ster schedules; all day A minimum of 5 campaign days and a minimum of 5 GRPs Spreading based on best effort Basic option with spreading, space permitting; - €30

PURCHASE OPTION INDEX

PURCHASE OPTION	INDEX	SCHEDULING	TERMS AND CONDITIONS
YOUR TIME		Free choice of block	
FIXED	200	Target group 25-67	<ul style="list-style-type: none"> This purchase option is set off A minimum of 10 GRPs per calendar month Not in combination with Your Time Variable
VARIABLE	185		<ul style="list-style-type: none"> This purchase option is settled All realised GRPs are charged Not in combination with Your Time Fixed
DAYTIME FIXED	110		<ul style="list-style-type: none"> This purchase option is set off Booking blocks is exclusively possible between 6 AM and 6PM A minimum of 5 GRPs per calendar month
POSITION PREFERENCE	+30		<ul style="list-style-type: none"> To be purchased exclusively in combination with Your Time
HOTSPOT	+25		<ul style="list-style-type: none"> To be purchased exclusively in combination with Your Time

PURCHASE OPTION INDEX

PURCHASE OPTION	INDEX	SCHEDULING	TERMS AND CONDITIONS
STER TIME		Ster schedules	
PRIME TIME PREMIUM	110 Basic -15*	Target group 25-67, M25-67, F25-67, SHP25-67	<ul style="list-style-type: none"> ▶ Ster schedules: 6 PM to midnight ▶ A minimum of 5 days and 10 GRPs ▶ Spreading based on best effort
STER TIME PREMIUM	85 Basic -10*		<ul style="list-style-type: none"> ▶ Ster schedules: all day ▶ A minimum of 5 days and 5 GRPs ▶ Spreading based on best effort
DAY&NIGHT TIME PREMIUM	80 Basic -5*		<ul style="list-style-type: none"> ▶ Ster schedules: before 6 PM and after midnight ▶ A minimum of 5 days and 5 GRPs ▶ Exclusion after midnight: +5 index points ▶ Spreading based on best effort
GAME OF CHANCE LONG ODD	110		<ul style="list-style-type: none"> ▶ Ster schedules: 7 PM – 2 AM ▶ A minimum of 5 days and 10 GRPs ▶ Spreading based on best effort
ALCOHOL	115		<ul style="list-style-type: none"> ▶ Ster schedules: 9 PM – 2 AM ▶ A minimum of 5 days and 10 GRPs ▶ Spreading based on best effort
STOPPER CUSTOMISATION	70 Regular -20	Target group 25-67	<ul style="list-style-type: none"> ▶ Regular: scheduling all day ▶ A minimum of 14 days within a calendar month and 50 GRPs ▶ No guarantee on placement and spreading ▶ Customisation: a minimum of 6 consecutive hours ▶ No advance broadcast schedule (spots are booked on a rolling basis 3 days before broadcast)

* With Basic we spread as long as space permits.

MONTHLY INDEX

MONTH	INDEX
JANUARY	90
FEBRUARY	80
MARCH	95
APRIL	110
MAY	125
JUNE	100
JULY	75
AUGUST	80
SEPTEMBER	115
OCTOBER	115
NOVEMBER	115
DECEMBER	100

MARKET INDEX

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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

The index for spot lengths exceeding 60 seconds is pro rata of the index for 60 seconds and always increase by 5-second increments.

MULTIPLES SURCHARGE

From triple spot upwards, a fixed surcharge of 5% applies.





PURCHASE OPTIONS

ONLINE

Campaigns may be purchased in three ways: 'RON', 'ROC' and 'ROS' on display and online video.

RON

Run of Network, visible on the entire network.

ROC

Run of Channel, visible within context or channels.*

ROS

Run of Site, specifically visible around programmes or on websites.

* A selection of programmes or websites compiled by Ster.

DISPLAY

With a banner campaign you have exposure on the public broadcaster's digital channels with a **weekly coverage of 6.5 million Dutch visitors**.

Why display with Ster?

- ▶ Exclusive exposure – only one banner per page
- ▶ Privacy-friendly – we measure on impact, not on a personal level
- ▶ Safe and high quality – placed in a high-quality editorial environment

You benefit from maximum attention for your brand, in a trusted environment that viewers appreciate and that contributes to your brand safety and reputation.

DISPLAY CPM RATES*	RON	ROC	ROS
GENERAL PUBLIC INTEREST	€ 1,50	€ 1,65	€ 1,80
COMMERCIAL	€ 2,50	€ 2,75	€ 3,00

* See the terms and conditions for these purchase options at ster.nl/voorwaarden

ONLINE VIDEO

Online video is exclusively available to parties of general public interest. Video advertising offers you exposure prior to NPO programmes and clips on all devices. Within this network we can place your spot highly specifically with episodes that fit your brand or message. The online video network has a **weekly coverage of 1.2 million Dutch visitors**.

VIDEO GENERAL PUBLIC INTEREST CPM RATES*	RON	ROC	ROS
5"-6"	€ 6,00	€ 6,60	€ 7,26
10"	€ 9,60	€ 10,56	€ 11,62
15"-20"	€ 13,20	€ 14,52	€ 15,97
25"	€ 18,00	€ 19,80	€ 21,78
30"	€ 24,00	€ 26,40	€ 29,04
31"-36"	€ 30,00	€ 33,00	€ 36,30

* See the terms and conditions for these purchase options at ster.nl/voorwaarden

MARKET INDEX

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STER CLIENT PORTAL

Have you discovered our Ster Client Portal yet? It is an all-in-one tool for running your campaigns.

BENEFITS STER CLIENT PORTAL

- ▶ Request and manage your campaigns personally and directly
- ▶ Insights into campaigns and broadcasting schedules
- ▶ Prognoses for campaigns based on machine learning
- ▶ Personal library containing previous campaigns and material
- ▶ Evaluations of your campaigns
- ▶ Personal assistance through chat

Discover what the Ster Client portal can do for you at ster.nl/klantportal.





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SOCIAL MEDIA

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WEBSITE

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