



2022 OFFER

Purchase options radio / television / online



reclame



STER: ADVERTISING WITH THE PUBLIC BROADCASTER

For 55 years already, Ster has been offering advertising options around the content of the Dutch Public Broadcaster (NPO) on television, radio and online. What can we do for you? Why should you choose Ster again in 2022? How can we optimise our offer for you?

UNIQUE IN MANY WAYS

Ster is the only advertising sales agency operating for the popular and trusted NPO networks. We reach everyone, at all times of day, but we do it in a slightly different way. We do not interrupt programmes with our advertising and there are only a limited number of advertising minutes per hour, increasing the impact of your campaign. There is also a strict division between the programme content and advertisements.

Since 2018 we have adjusted our policy: we offer fixed and affordable rates for everyone, the first and so far the only one in the world of media to do so. This way you know what to expect upfront, and we can get to the essence of it: how can we optimise Ster's offer in order to achieve your target(s)?

THE BEST OPPORTUNITIES FOR YOUR BRAND

The high-quality programmes by the public broadcaster are widely watched and listened to. They draw both a broad and narrow audience and reach a relatively large amount of "light" viewers, meaning people who watch a minimal amount of television. The programmes also receive high ratings. And high ratings work. Research shows that the higher the ratings of a programme, the bigger the impact of a commercial. At Ster we are always looking for the best opportunities to fit your brand. We engage daily with our clients and we can always offer customised advice.

THE POWER OF ADVERTISING

We believe in the power of advertising. A good message, connected to the right programming, achieves the target you envision and gets results. We know this because we have conducted decades of internal research on the effects of advertising and viewing and listening behaviour of the Dutch public. This is knowledge we gladly apply for your brand. In this way Ster strengthens every campaign - with insights, knowledge, quality and reach.



STER IN 2022

NO PREVIEW WITHOUT A REVIEW

As we look back on 2021, we see a strong NPO offer, and often excellent viewing and listening market shares. Big events like the European Football Championship and the Olympic Games, the very strong NPO programming, and also our own Ster Gouden Loeki broadcast, made great contributions. 2021 was also the year of the definitive return of the advertising icon Loeki de Leeuw. For the upcoming year we dare to forecast again: it will be a great year full of opportunities and success for your campaigns.

ON TO 2022

Loeki is not the only thing that is remaining in the new year. There are many wonderful events planned for 2022: the Olympic Winter Games, the women's European Football Championship,

the World Cup for men's football... and this is just a glimpse of what's on offer. An audience of millions is once again within reach. We're also looking forward to the launch of the National Media Research (NMO), where the integrated reach of television, radio, print and online media will be measured. A milestone: this builds the foundation for cross-media planning and evaluation of advertising campaigns.

With our approach, we will continue forward on the same path which we started in 2018, but we will return even more to the core next year: simplicity and transparency above all. The adjustments we make logically react to (market) realities.

In short: You can't miss Ster in 2022.

WHY ADVERTISE WITH STER?



**AFFORDABLE RATES,
REGARDLESS OF BUDGET**



**INSIGHTS THAT
IMPROVE IMPACT**



**FOCUS ON THE
ESSENTIALS: ACHIEVING
YOUR TARGET(S)**



Ster

REACH EVERYONE, EVERY MOMENT OF THE DAY

RADIO

NPO Radio 2 was the market leader in 2021 in the target groups 10+ and 25-67 amongst others.

There was also a positive increase in NPO Radio 4 en 5's market share.

The five radio stations from NPO had a collective listening share of 28.9% in the 25-67 age bracket target group. In 2022 we'll be offering a special purchase option for NPO Radio 2 and 3FM – so you can reach your 25-67 age target group at a competitive rate.



5.7 million

Dutch listeners per week via
NPO Radio 1, 2, 3FM, 4 and 5



TELEVISION

The NPO is open – for everyone and for each other – and you see that reflected in the programming.

The diversity of programmes do not just attract the general public but also smaller target groups. The programmes have high viewing numbers and ratings. In 2022 we see trusted formats, returning hit shows and great new programmes.

We – with our transparent and affordable pricing – are also open to everyone. This is how you can soon reach your desired target group with Ster, each moment of the day.



12.7 million

Dutch viewers per week via
NPO 1, 2 and 3



ONLINE

NPO isn't just big on television and radio but also online. Everything that you see on television- and more- is also available on NPO Start, the associated websites and apps. This online space is available for campaigns from general public interest parties. You are then visible across the online portfolio of NPO with video advertising and/or banners. We - as the first agency in the Netherlands - do not use advertising cookies. The campaigns have continued to be at least as successful and this has even earned us the Dutch Privacy Award in 2021.



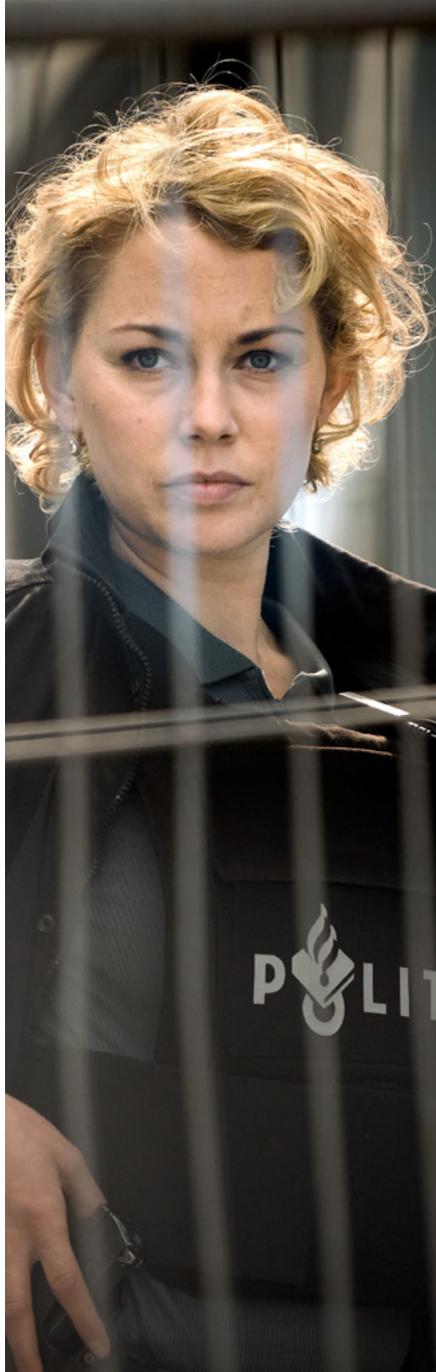
6.5 million

Dutch viewers per week via
NPO online video



4.3 million

Dutch viewers per week via
NPO online display



GENERAL PUBLIC INTEREST

Starting in 2022, the purchase options for charitable organisations are modified and will fall under the term 'general public interest'. A logical step - charitable organisations are general public interest, but at the same time the term is even broader: inclusive of institutions with a scientific, cultural, religious, philosophical, political or caring mission, which have a CBF approval or ANBI status.

For campaigns from such clients - with a non-commercial message - there's not just online options but also on radio and television. More information can be found at ster.nl/algemeennut.

Sources

Stichting KijkOnderzoek (SKO), Nationaal Luister Onderzoek (NLO), Nederlands Online Bereik Onderzoek (NOBO). Online bereik is berekend over de sites/apps waar desbetreffende advertentieproducten beschikbaar zijn.

In 2022 we will continue on the path we set out on in 2018. We have optimised our offer again this year. Below you will find an overview of the most important changes.

DISCOUNT ON VOLUME CONTRACTS

When signing a volume contract with Ster you receive a 2% extra discount over the volume agreed upon. This is an option from € 250,000 upwards. It is of course still possible to purchase campaigns without contracts. Investments over € 500,000 are also automatically entitled to our multi-media volume discount. The multi-media volume discount will then be a weighted percentage.

8% DISCOUNT ON FAIR SHARE

Ster will continue with the Logical Share in 2022. Again we reward a match between media behaviour and media buying. If 27% of your television campaigns and/or 23% of your radio campaigns are broadcasted by Ster, you will receive an 8% discount.

EARLY-PAYMENT AND SYSTEM DISCOUNT

The percentages for the early-payment and system discounts, as stated in the General Terms and Conditions, have been set at 0.5% each. The discount is calculated per medium type per order.

MULTI-MEDIA VOLUME DISCOUNT

Ster continues to offer multi-media volume discounts on the basic rate. 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

GUARANTEE ON RATE AND PRIORITY ON PLACEMENT

Campaign orders placed before the initial request deadline for the purchase period are given priority on the reservation of the advertising space. Furthermore, a market index of over 100 will not be applied to these campaigns. If the market index is lower than 100 you benefit from the price advantage.

SECURING CONTRACTS

Both Logical Share and Volume Contracts may be signed with retroactive effect until 1 April 2022. The discount then applies as of 1 January 2022. Of course, it still remains an option to purchase at Ster without a contract.

Terms and Conditions

The general and sales terms and conditions relevant for 2022 Offer can be found at ster.nl/terms-and-conditions.



Eurovision
SONG CONTEST
2021

SCORE BIG WITH ORANGE

What an enjoyable sports summer season we had. With images of a full, orange-clad Johan Crujff ArenA and a record number of 36 Olympic medals still in our minds, we are preparing for 2022: a new, Orange sports year. And scoring with Orange, that's what you do with Ster.

BIG EVENTS, BIG REACH

This is what 2022 will look like. The Winter Olympics are scheduled in February, the European Women's Football Championship and the Tour de France in July, and the Men's World Cup in the last two months of the year. Make sure to have these events in your annual plans in order to be ready with your campaign. It offers an enormous reach, and the (high) rating of such tournaments reflects well on your brand.

If you are debating about creating a special Orangecampaign around sports or a sporting event, you would benefit from reading our whitepaper: "Advertisement creation: the power of customisation". There you will discover all the ingredients to make a meaningful, thematic commercial. And this is possible for any brand, big or small.

Have you come to the conclusion – whether or not from research – that it is better not to make an Orange-campaign? Then use your 'standard' commercial around the moment you had in mind. Campaigning always pays off: because by not doing so, you will be lagging behind your competition.

MORE THAN JUST SPORTS

You can score with Ster with more than just sports. Multi-media events such as The Passion, King's Day, the Eurovision Song Contest and the Top 2000 always attract millions of viewers and listeners. The latter even managed to reach 10.3 million Dutch people aged 10 years and older in 2020. That is 71% of the Netherlands!

With your campaign, you will score with Orange. And Orange - that's us.

ster.nl/scoormetoranje





DID YOU KNOW?

- ▶ Spots around the Olympic Winter Games score almost four times better than usual.
- ▶ Meaning your reach is about 80% of the Netherlands: more than 12.6 million people.
- ▶ During the Olympic Winter Games you reach up to 2x more young viewers than on a normal February morning.
- ▶ Studio Sportwinter received an average of 1.3 million viewers in 2018.



RADIO



**NPO Radio 4 Klassieke
Top 400**
October



**NPO Radio 5 Evergreen
Top 1000**
November



NPO 3FM Serious Request
December



NPO Radio 2 Top 2000
25 - 31 December

TELEVISION



Ster Gouden Loeki
25 February



The Passion
14 April



Eurovision Song Contest
10, 12 en 14 May



**Gouden Televizier-Ring
Gala**
October



SPORTS



Olympic Winter Games
4 - 20 February



Tour de France
1 - 24 July



EC Women's Football
6 - 31 July



World Cup Men's Football
21 November - 18
December



HOLIDAYS



King's Day
27 April



Prince's Day
20 September



Sinterklaas Period
12 November - 5
December



Christmas
25 en 26 December



THE STER CLIENT PORTAL

Do you already know about our Ster Client Portal? From campaign overviews to broadcast schedules, from direct campaign requests to invoices: the Ster Client Portal offers it all.

24/7 INSIGHT

As a user of the Ster Client Portal, you have real-time insight into all of your campaigns, access to a personal library where you can find all your materials and you can connect with our planners via chat with all your questions.

WORLD PREMIER FORECAST TOOL

Client Portal users can get a forecast of their campaign based on machine learning. The results of which will immediately give you insight into what your campaign can deliver in terms of reach and contact frequency.

Before, advertisers and media agencies always depended on a software system for their forecasts or had to request campaign forecasts from an account manager. This was a time consuming and inefficient process. Our machine-learning forecasting tool eliminates that step:

Not only do you have immediate insights, any changes in budget or spot length can also be processed immediately giving you an adjusted campaign forecast as a quick result. This is unique: Ster is the first agency worldwide to offer this for television and radio campaigns.

OPEN AND ACCESSIBLE

We believe it is important to make our media types as accessible as possible for as many brands as possible. On the one hand, through our transparent and unambiguous pricing structure, and on the other through innovations like the machine-learning forecasting tool. That is why we are constantly looking for ways to improve our service. Now campaign forecasts are immediately visible, making the application process more efficient. The system is free and intuitive to use.

AMMA AWARD

Thanks to our machine-learning forecasting tool, we were nominated for an AMMA Award in 2021 in the category of 'best media innovation'. In the end we walked away with a bronze AMMA. We were already proud of our industry-leading innovation and AMMA nomination, but recognition in the form of an award was the cherry on top.

Curious about the Ster Client Portal and everything it has to offer?

Go to ster.nl/klantportal and sign up!

A woman with long dark hair is smiling and looking to her right in a radio studio. She is wearing large black headphones with "DT 770 PRO" written on the side. A professional microphone with the "npo" logo is positioned in front of her. In the background, another person is visible, also wearing headphones, working at a desk. The studio has a modern aesthetic with blue and green lighting accents.

PURCHASE OPTIONS
RADIO

STER TIME

PACKAGE SCHEDULING		INDEX		BASIC RATE PER GRP/TARGET GROUP						TERMS AND 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 RADIO 4 55+		NPO RADIO 5 55+							
REGULAR																		
WEEK	<ul style="list-style-type: none"> ▶ Minimum 7 consecutive days ▶ 06.00 - 24.00 	85	80	€ 105	€ 110	€ 110	€ 125	€ 100	€ 45	€ 45	<ul style="list-style-type: none"> ▶ With spreading you can expect the same number of spots per channel per day ▶ The broadcasting schedule is variable; spots are not fixed 							
RUSH HOUR	<ul style="list-style-type: none"> ▶ 5 days per calendar week ▶ mon-fri 06.00 - 10.00 and 16.00 - 20.00 	100	95															
CUSTOMIZED																		
5-6 DAYS	<ul style="list-style-type: none"> ▶ Maximum 2 days exclusion per calendar week ▶ 06.00 - 24.00 	90	85															
3-4 DAYS	<ul style="list-style-type: none"> ▶ Maximaal 4 days exclusion per calendar week ▶ 06.00 - 24.00 	95	90															
7 DAYS + HOURS	<ul style="list-style-type: none"> ▶ Maximum 7 consecutive days + hours exclusion per calendar week ▶ Minimum 7 consecutive hours per day 	90	85															
5-6 DAYS + HOURS	<ul style="list-style-type: none"> ▶ Maximaal 2 days + hours exclusion per calendar week ▶ Minimum 7 consecutive hours per day 	95	90															
3-4 DAYS + HOURS	<ul style="list-style-type: none"> ▶ Maximum 4 consecutive days + hours exclusion per calendar week ▶ Minimum 7 consecutive hours per day 	100	95															

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

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

YOUR TIME

	INDEX
YOUR TIME	130
YOUR TIME PREFERENCE POSITION	140

FIXED COSTS PER SPOT

CHOICE ON SPOT DIVISION

For purchasing radio time at Fixed Costs per Spot, you will find a quarterly overview of the rates on ster.nl. The rates, per second, are indicated per channel, per day and per block. Preferred position surcharge: 10% on top of the rates, per second.

SELECT PACKAGES*

	NET BASE PRICE	TARGET GROUP	TERMS AND CONDITIONS
BUSINESS	€ 125	B-to-B	<ul style="list-style-type: none"> ▶ NPO Radio 1: Mon.- Fri. 07.00 - 19.00 ▶ NPO Radio 2, 3FM and 4: Mon.-Fri. 06.00 - 10.00 ▶ 50% of the spots to be scheduled on NPO Radio 1 and 50% of the spots to be spread across NPO Radio 2, 3FM and 4 ▶ Minimum 5 consecutive days
SENIORS	€ 35	68+	<ul style="list-style-type: none"> ▶ NPO Radio 1, 4 and 5 or NPO Radio 4 and 5: 06.00 - 24.00 ▶ Minimum 7 consecutive days
FUNX	€ 4 per second	n.v.t.	<ul style="list-style-type: none"> ▶ Fixed cost per spot purchase (freedom of division)
GENERAL PUBLIC INTEREST	€ 65	25+	<ul style="list-style-type: none"> ▶ Ster schedules on NPO Radio 1, 2, 3FM, 4 and 5: 06.00 - 24.00 ▶ Advertisers have to be in possession of the CBF-approval or ANBI-status ▶ Minimum 7 consecutive days
GENERAL PUBLIC INTEREST TARGETED	€ 90	25+	<ul style="list-style-type: none"> ▶ Possibilities on NPO Radio 1, 2, 3FM, 4 and 5: 06.00 - 24.00 ▶ Advertisers have to be in possession of the CBF-approval or ANBI-status ▶ Minimum 5 consecutive days

* Select packages are inclusive of spreading; this does not apply for general public interest.

MONTHLY INDEX											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
60	75	90	100	110	115	65	60	135	140	135	115

STER & ...

	NET BASE PRICE	TARGET GROUP	TERMS AND CONDITIONS
CULTURE	€ 100	25-67	<ul style="list-style-type: none"> ▶ Umfeld package on NPO Radio 1, 2, 3FM, 4 and 5. Ster divides. ▶ Ster shares Blocks through quarterly publication
BOOKS	€ 100	25-67	<ul style="list-style-type: none"> ▶ Proportionate distribution of spots per day ▶ Minimum 5 consecutive days

SPOTLENGTE-INDEX

SPOT LENGTH	INDEX
5"	25
10"	50
15"	75
20"	100
25"	125
30"	150
35"	175
40"	200

MARKET INDEX

Ster publishes the radio market index monthly. The index ranges from 90 to 110. We publish this market index simultaneously as the market index for television.

Deviating spot lengths are linear to 20" and always go up in 5 second increments.



PURCHASE OPTIONS

TELEVISION



YOUR TIME

NET BASE RATE: € 610 PER GRP

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
YOUR TIME FIXED*	155	25-67	<ul style="list-style-type: none"> ▶ Own block choice, this package is pre-paid ▶ Minimum 10 GRP's
YOUR TIME VARIABLE*	140		<ul style="list-style-type: none"> ▶ Own block choice; this package is billed ▶ All achieved GRP's will be charged
YOUR TIME DAYTIME FIXED	110		<ul style="list-style-type: none"> ▶ Own block choice, this package is pre-paid ▶ Only possible blocks to book between 06.00-18.00 ▶ Minimum 5 GRP's
PREFERENCE POSITION	+15	n.v.t.	▶ Only for purchase in combination with a Your Time package
HOTSPOT	+25		▶ Only for purchase in combination with a Your Time package

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

REGULAR

NET BASE RATE: € 610 PER GRP

	INDEX		TARGET GROUP	TERMS AND CONDITIONS
	WITH SPREADING	WITHOUT SPREADING		
PRIME TIME	110	95	25-67, M25-67, F25-67, PRH25-67**, AB1 25-67	<ul style="list-style-type: none"> ▶ Ster schedules: between 18.00 en 24.00 ▶ Minimum 5 campaign days and minimum 10 GRP's
STER TIME	85	75	25-67, M25-67, F25-67, PRH25-67	<ul style="list-style-type: none"> ▶ Ster schedules: whole day ▶ Minimum 5 campaign days and minimum 5 GRP's
DAY & NIGHT TIME*	80	75	25-67, F25-67, PRH25-67	<ul style="list-style-type: none"> ▶ Ster schedules: before 18.00 and after 24.00 ▶ Minimum 5 campaign days and minimum 5 GRP's

* +5 index points when excluding Night Time time slots.

** PRH: Person Responsible for Household

GAME OF CHANCE & ALCOHOL

NET BASE RATE: € 610 PER GRP

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
YOUR TIME GAME OF CHANCE*	180	25-67	<ul style="list-style-type: none"> ▶ Own block choice ▶ Package is pre-paid ▶ Minimum 10 GRP's
GAME OF CHANCE LONG ODDS FROM 19.00	110	25-67, M25-67, F25-67, PRH25-67, AB1 25-67	<ul style="list-style-type: none"> ▶ Ster schedules: until 02.00 ▶ Minimum 5 campaign days and minimum 10 GRP's ▶ Spreading based on best effort
GAME OF CHANCE SHORT ODDS FROM 21.00	115		
ALCOHOL FROM 21.00	115		

* Option for preference position (+15 index points) and/or hot spot (+25 index points) for purchase.

TARGET GROUP INDEX				
25-67	M 25-67	F 25-67	PRH* 25-67	AB1 25-67
100	100	100	100	115

* PRH: Person Responsible for Household

SELECT PACKAGES

	NET BASE RATE	INDEX	TARGET GROUP	TERMS AND CONDITIONS
	WITH SPREADING	WITHOUT SPREADING		
BUSINESS	€ 815	90	B-to-B	<ul style="list-style-type: none"> ▶ Ster schedules: NPO 1 Mon-Sun whole day and NPO 2 Mon-Sat 18.00-01.00 and whole day Sunday ▶ Minimum 5 campaign days and minimum 5 GRP's
SENIORS	€ 140	90	68+	<ul style="list-style-type: none"> ▶ Ster schedules: NPO 1 until 18.00 and NPO 2 until 24.00 ▶ Minimum 5 campaign days and minimum 5 GRP's
GENERAL PUBLIC INTEREST	€ 330	90	25+	<ul style="list-style-type: none"> ▶ Ster schedules: whole day ▶ Minimum 5 campaign days and minimum 5 GRP's ▶ Advertiser has to meet the general public interest requirements.

STER & ...

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
CULTURE	115	25-67	<ul style="list-style-type: none"> ▶ Umfeld package ▶ Ster schedules within cultural block selection ▶ Block selection is published by Ster monthly ▶ Minimum 5 campaign days and minimum 10 GRP's
BOOKS	115		

STOPPER

NET BASE RATE: € 610 PER GRP

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
STOPPER	50	25-67	<ul style="list-style-type: none"> ▶ Stopper: Ster schedules whole day ▶ Customised Stopper : minimum 6 consecutive hours ▶ Minimum run: 14 days within one 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 guarantee of spreading
CUSTOMIZED STOPPER	70		

MONTHLY INDEX											
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
85	75	90	105	120	105	80	80	120	125	115	100

FIXED COSTS PER SPOT

At ster.nl you will find a monthly overview of the purchase rates for television at Fixed Costs per Spot. The rates, based on 30 seconds, are listed per channel, per day and per block. Surcharge preference position is 15% on top of the net block rate as stated on ster.nl.

MARKET INDEX

Ster publishes the market index every month, one day after the first round of requests closes. The index ranges from 90 to 110. For further conditions, please refer to ster.nl/terms-and-conditions.

SPOT LENGTH INDEX

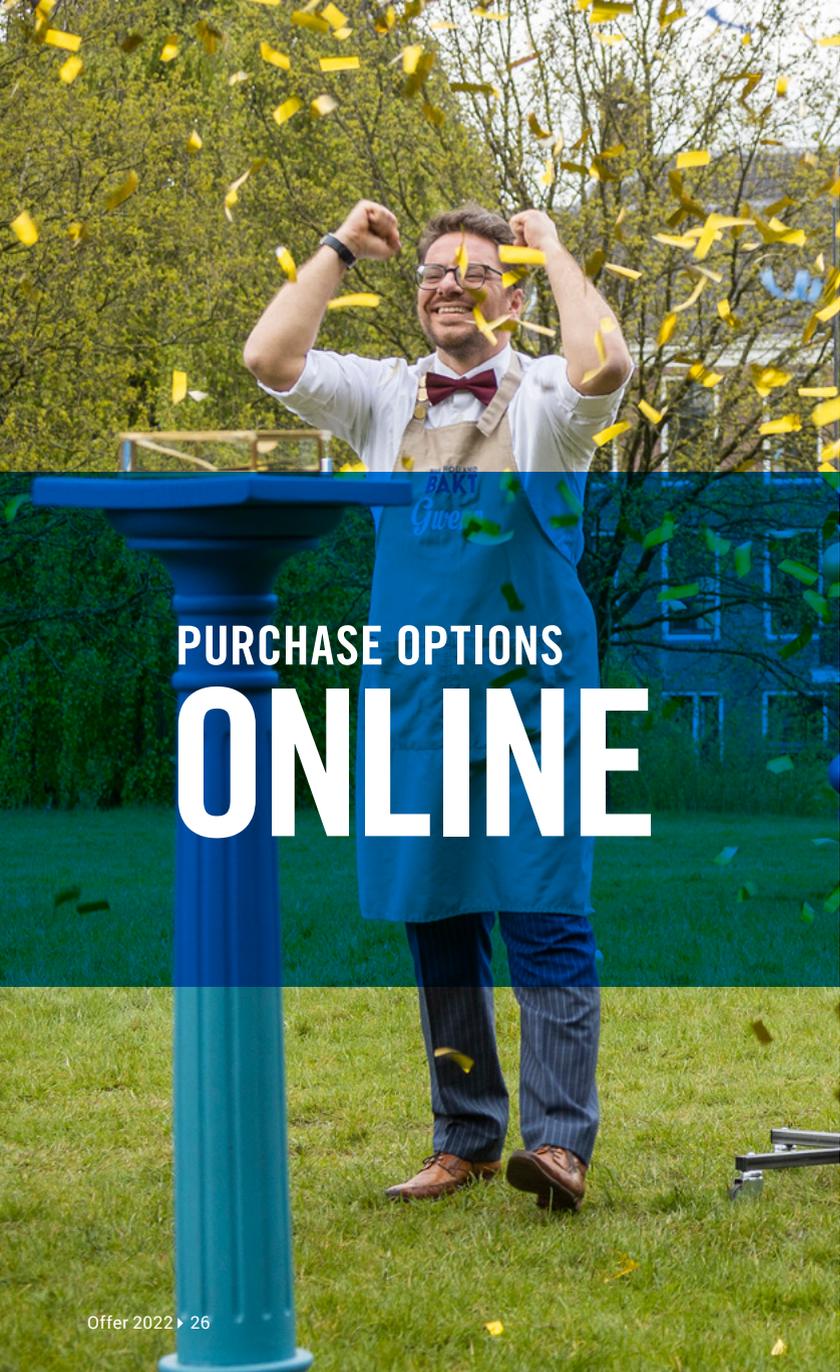
SPOT LENGTH	INDEX
5"	40
10"	50
15"	60
20"	75
25"	85
30"	100
35"	115
40"	130
45"	145
50"	160
55"	170
60"	180
> 60"	Pro rata 60"-spot

SCORE WITH ORANGE

OLYMPIC WINTER GAMES 2022
4 - 20 FEBRUARY

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
OG ICE SKATING	95	25-67	<ul style="list-style-type: none">▶ Scheduling around ice skating events▶ Minimum 5 campaign days and 10 GRP's▶ Ster schedules▶ Spreading based on best effort
OG DAY & NIGHT TIME	85		<ul style="list-style-type: none">▶ Minimum 5 campaign days and 5 GRP's▶ Ster schedules 00.00-18.00▶ Spreading based on best effort





PURCHASE OPTIONS ONLINE

PURCHASE OPTIONS

Campaigns can be purchased in two ways:

- ▶ RON: Run of Network, buying across the whole network
- ▶ ROS: Run of Specifics, specific programme level or segment

DISPLAY FOR GENERAL PUBLIC INTEREST

Not having to compete, but being the only one with your banner campaign visible on the sites and apps of the public broadcaster. That is display advertising at Ster. There are more than 500 websites and apps from channels, broadcasters and programmes that are used daily by many viewers and listeners.

DISPLAY*	RON	ROS
IAB	€ 1,80	€ 1,98
HIGH IMPACT	€ 4,50	€ 4,95

ONLINE VIDEO FOR GENERAL PUBLIC INTEREST

With your video advertising you are visible on all devices prior to the NPO programs and fragments. Within this network we can run your spot specifically targeting episodes that match 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 purchases monthly. The index ranges from 90 to 110. This market index is published at the same time as the market index for television.

For further conditions, please refer to ster.nl/voorwaarden.

* All our online purchasing options are designed for general public interest campaigns. It is possible that political choices will lead to adjustments in the online offer than what is currently foreseen. For the latest information and rates, please refer to ster.nl/online or your account manager.



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