

GRAB YOUR CHANCE WITH THE TOUR DE FRANCE



Reach millions of Dutch listeners through NPO Radio 1

29 June, that's the day the biggest cycling event in the world kicks off. NPO Radio 1 will bring you live coverage of the entire Tour de France, as it has been doing since 1970. It is the only Dutch radio station to do so. Many listeners follow the Tour this way: after television, radio is the medium of choice for Tour followers.



Average weekly coverage of 2.2 million listeners (13+)



Relatively small investment, major impact



Not a channel-surfing medium, so long listening times

About the Tour

Interesting fact: this year there will be no traditional finish on the Champs-Élysées. The Olympic Games will be held in Paris as well this year. Therefore, the competitors in the Tour de France will cross the finish line in Nice. The Tour will start in Florence, Italy.



TO FIND OUT MORE
Go to ster.nl



RADIO PACKAGES

	7-DAY PACKAGE	21-DAY PACKAGE
CAMPAIGN PERIOD	1 to 7 July	29 June to 21 July
PLACEMENT NPO RADIO 1	2 PM – 6:30 PM	2 PM – 6:30 PM
GRPs 46-67	25	45
MINIMUM NUMBER OF DAYS	7	21
TOTAL NUMBER OF SPOTS	39	69
INDEX	105	100
ABSOLUTE COVERAGE	371,898 (7.1%)	534,276 (10.2%)
AVERAGE CONTACT FREQUENCY	3.5	4.4
CAMPAIGN CODE	XV9MF5	XY2U77

PACKAGE RATE
€3,754

PACKAGE RATE
€6,909

Terms and conditions

- ▶ Campaigns requested prior to 2 May (June) and prior to 4 June (July) are guaranteed a market index of 100. After that, the market index will be reviewed.
- ▶ The number of spots is indicative and dependent on the chosen reference period. Therefore, the number of spots may differ from reality
- ▶ Tour de France packages take priority in placement, with the exception of the Your Time (preference position) purchase option.
- ▶ Ster schedules, schedules are not fixed.
- ▶ Rest days may be excluded.
- ▶ Output rate 7-day package €150 ; output rate 21-day package €154.
- ▶ Spreading based on *best effort*.
- ▶ Rates are based on 20 seconds.
- ▶ The coverage figures are indicative.
- ▶ General Terms and Conditions and Terms and Conditions of Sale apply.