ADVERTISING WITH STER

Explore your possibilities with the public broadcaster
WELCOME
Ster has been the place to purchase advertising on the public broadcasting channels since 1965. What can we do for you, why should you choose Ster and how can you then use Ster’s offer to achieve your goals(s) to the full?

**WHY STER?**

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

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

**WHAT FITS YOUR BRAND?**

At Ster we always search for the best opportunities that fit your brand. We consider our clients’ interests daily and are always available to provide you with customised advice. We believe in the power of advertising. A good message, broadcast around the right programming, reaches the audience you envisage, and gets results. We know this, because we have decades worth of unique research. We are more than happy to apply our knowledge to your brand.

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

Would you like to know what we can do for you? Then read on!
Every week an average of 5.8 million Dutch listeners tune in to the NPO-radio stations.* In total, we have six stations, each with their own target group:

**NPO RADIO 1**

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

**NPO RADIO 2**

On NPO Radio 2 you also reach an audience of millions! The biggest station of the Netherlands hosts people’s favourites like Jan-Willem Start Op and brings the Dutch people a musical Christmas every year, with the immensely popular Top 2000. The market leader draws a wide audience of 2.7 million listeners per week.

**NPO 3FM**

Timur op 3FM, Sanders Vriendenteam, De Avonturen van Mark: they are all to be found on NPO 3FM. The station is partner to many large concerts and festivals and organises the heart-warming Serious Request annually. 3FM draws a young target group (25-45 y.o.) and reaches an average of 1 million listeners per week.

**NPO RADIO 4**

Are you looking for a healthy dose of classical music? Then NPO Radio 4 is the station for you. Broadcasting well-listened-to programmes such as Podium and Vrije Geluiden, the station draws an average weekly audience of 789,000 listeners, predominantly over 55s with a university degree and a high income. In October the station broadcasts de Klassieke Top 400 of the 400 best classical compositions.

**NPO RADIO 5**

NPO Radio 5 is one of the longest running music stations in the Netherlands, offering a delightful mix of pop music from the 1960s, ’70s and ’80s. The station also provides highly-rated programmes, including the absolute highlight De Evergreen Top 1000 each November. NPO Radio 5 draws and audience of 762,000 listeners on average per week, of which the majority is over 50 years of age.

*All coverage figures in this prospectus are based on 10+ unless otherwise stated.*
NPO FunX is the radio station for youths in the major cities. The station attends the well-known festivals and concerts and every year in June they host the popular FunX Awards. FunX reaches an average of 28% of urban youths between the ages of 16 and 35 per week.

**GROW YOUR BUSINESS WITH RADIO ADVERTISING?**

Download our whitepaper *Groeien met radioreclame* free of charge and without obligation at ster.nl/onderzoek.

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**WHY ADVERTISE ON RADIO WITH STER?**

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

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**NPO FUNX**

5.8 MILLION LISTENERS PER WEEK

56% MALE

44% FEMALE

LIVE LISTENING TIME: 2 HOURS AND 21 MINUTES PER DAY
Deepening and inspiration, that is what NPO 2 stands for: the channel scores well with programmes such as Nieuwsuur, EenVandaag and 2doc. The channel also offers amusement, its top scorer being De Slimste Mens, and popular programmes such as Het geheim van de meester and Podium Witteman. NPO 2 attracts mainly highly educated viewers, viewers with an above average income and older viewers (40+).

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

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

WOULD YOU LIKE TO SCORE WITH TV ADVERTISING?

Download our whitepaper *Scoren met tv-reclame* free of charge and without obligation at [ster.nl/onderzoek](http://ster.nl/onderzoek).
A number of political choices have meant that as of 1 January 2021 the purchase options around the NPO’s online channels are only available to non-commercial parties with a non-commercial message. At Ster we use the definition ‘general public benefit’.

So far, this definition covers organisations of a scientific, cultural, religious, ideological, political or charitable nature, and holding a CBF quality mark for charities or the public benefit organisation status (ANBI-status). Furthermore, the commercials may not relate to the purchase of a particular product or the use of a service available on the market. Would you like to know more, or would you like to find out whether your message is eligible? Then please contact one of our account managers.

The following channels are only available to parties that fall under the definition general public benefit:

**ONLINE DISPLAY**

The Ster network consists of over 500 websites and apps for channels, broadcasters and programmes that are used daily by many viewers and listeners. You can place banners here on desktops, tablets and smartphones. These banners reach in excess of 4 million people per week!

**ONLINE VIDEO**

With pre-rolls at Ster you are visible before programmes and clips by the public broadcasting organisation. This means you can have presence on NPO Start and/or specific websites and apps for programmes and broadcasters via computers, tablets, smartphones and smart TVs. Within this network we can place your advertisement very specifically with episodes that fit your brand. We do this by analysing a programme’s subtitles, description, presenters and guests. This great match between your advertisement and the online content has a positive effect on your commercial: when your target group views content that they are interested in, the attention for your commercial rises significantly. Our online videos reach 5.7 million people per week.
ONLINE ADVERTISING WITHOUT COOKIES

Ster is the first operator in The Netherlands to have made a full transition to a world free of advertising cookies. This way you protect your visitor’s privacy, and you are ready for the imminent cookie-free future. Research shows that advertising without cookies works equally well as, and sometimes even better than, advertising based on personal data. Would you like to find out more? Then please download our research report Een toekomst zonder advertentiecookies? Het kan! free of charge and without obligation at ster.nl/onderzoek.

For more information on the channels and platforms and the possibilities for online advertising, please go to ster.nl.
RATES AND DISCOUNTS

As a client with Ster you know exactly what to expect. We work with fixed, clear rates up front, that are accessible to all clients. In 2021 you can benefit from the following discounts at Ster:

8% DISCOUNT WITH LOGICAL SHARE

Last year Ster launched the ‘Logical Share’ and we will continue this in 2021. We reward a match between media behaviour and media use. When you use a minimum of 25% of your GRPs on radio and/or television with Ster (target group 25-67 y.o.), then you will receive an 8% discount.

EXTRA DISCOUNT WITH VOLUME CONTRACT

When entering into a Volume Contract with Ster you receive a 2% extra discount over the volume agreed. This is possible from €250,000 upwards. On investments from €500,000 you are also eligible for our Multi-Medial Volume Discount. The Multi-Medial Volume Discount will then be a weighed percentage.

COMPLETING CONTRACTS

Until 1 April 2021 both Logical Share and Volume Contracts may be entered into retro-actively. The discount then applies from 1 January 2021. Brands that request a Logical Share contract after 1 April, will receive the discount over a period measured from 1 April. Of course, it still remains an option to purchase with Ster without a contract.

EARLY-PAYMENT AND SYSTEM DISCOUNT

The percentages for the early-payment discount and the system discount, as described in the General Terms and Conditions, have both been determined at 0.5% for 2021. The discount is calculated per medium type per order.
MULTI-MEDIAL VOLUME DISCOUNT

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

- € 500,000 - €1,000,000 = 5% discount
- € 1,000,000 - €1,500,000 = 8% discount
- € 1,500,000 = 10% discount

GUARANTEED RATE AND PRIORITY ON PLACEMENT

Campaigns requested before the initial request deadline for the purchase period are given priority on the reservation of advertising space. Furthermore, a market index in excess of 100 shall not be applied to these campaigns. If the market index should come out below 100, then you will benefit from the price advantage.
Test your commercial
Optimise your commercial by testing it. This can be done swiftly and automated via Ster AdScan or more extensively via Ster AdMeasure, in which your commercial is tested on a panel of approximately 100 people. Would you like to find out about the options? Read more about our commercial tests at ster.nl/commercialtests or download our whitepaper Raakt jouw commercial de juiste snaar? at ster.nl/onderzoek.

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

Client Portal
From broadcasting schedule to campaign overview, from invoices to direct application for campaigns, the Ster Client Portal offers it all. You have real-time insight into all your campaigns, and you can put all your questions to our planners through the chat. Curious? Then go to ster.nl/klantportal and register!
At Ster we can always provide you with customised advice on creating and running your commercial. Would you like to know the many possibilities, do you have questions or are you interested in one of our commercial tests?

Then please contact us.
LIST OF TERMINOLOGY

Coverage (net/1+ coverage)
The percentage of viewers, listeners or visitors that have viewed or listened to a channel, programme or campaign at least once. Coverage is given in a percentage or in an absolute number of viewers or listeners.

Pre-roll
A video commercial that is played prior to the video the viewer intends to watch.
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