



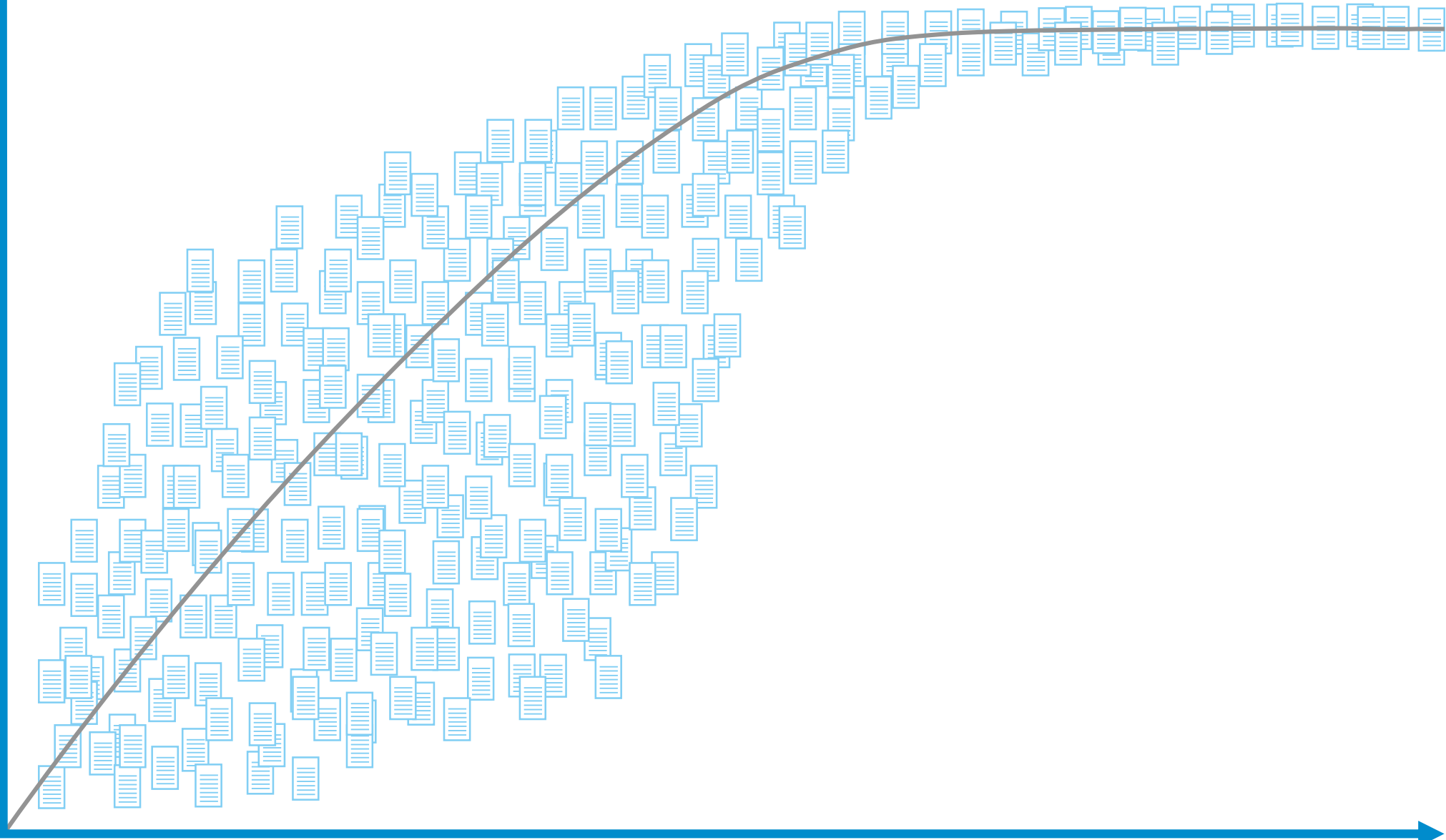
CEO & TOP EXECS' SUMMIT
Frank Volmer

THIS IS STER

ONE PRICE
LESS TARGET GROUPS
NO CONTRACTS
NO KICKBACKS
EASY BOOKING SYSTEM

ONE PRICE

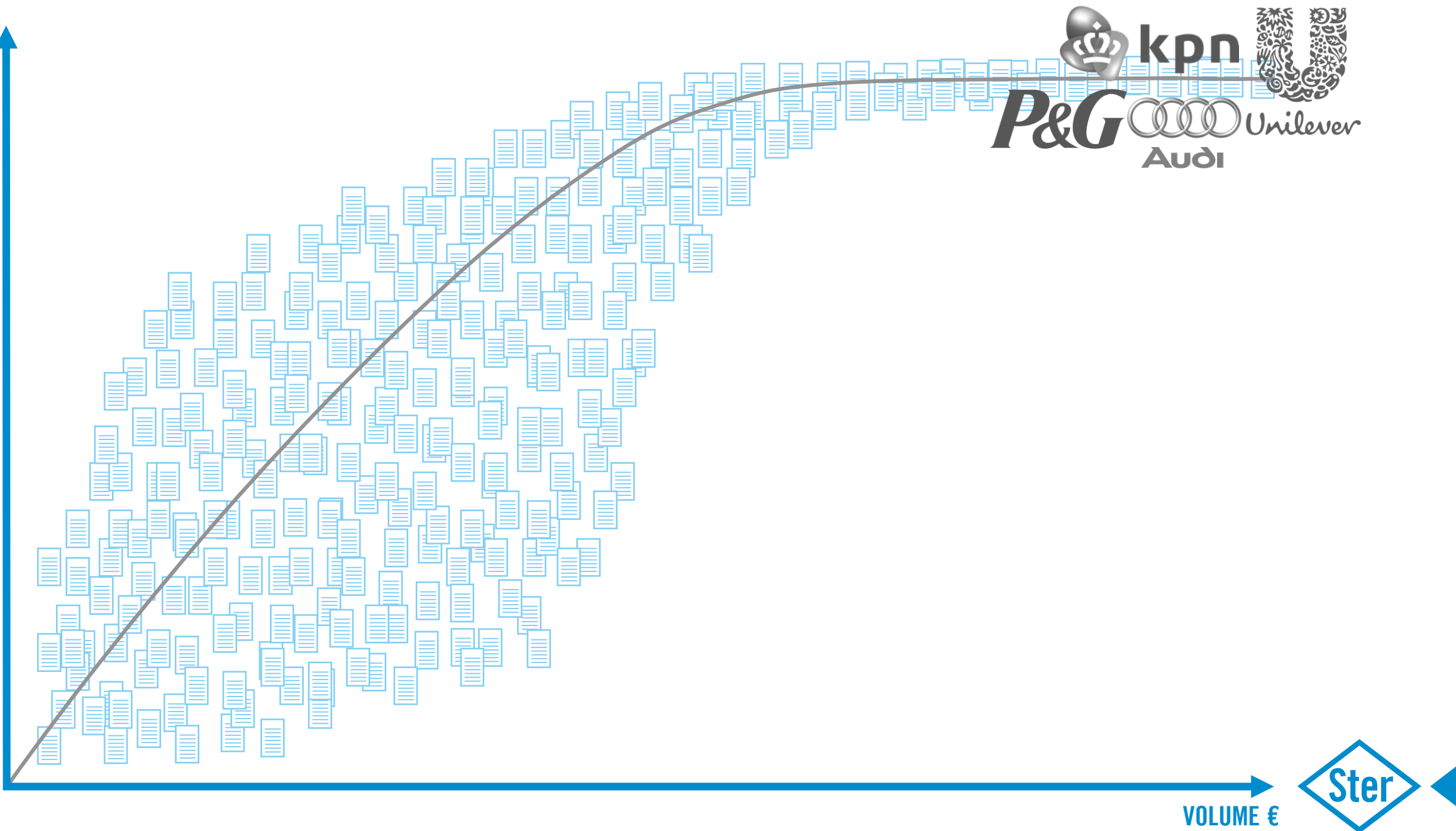
DISCOUNT %



VOLUME €



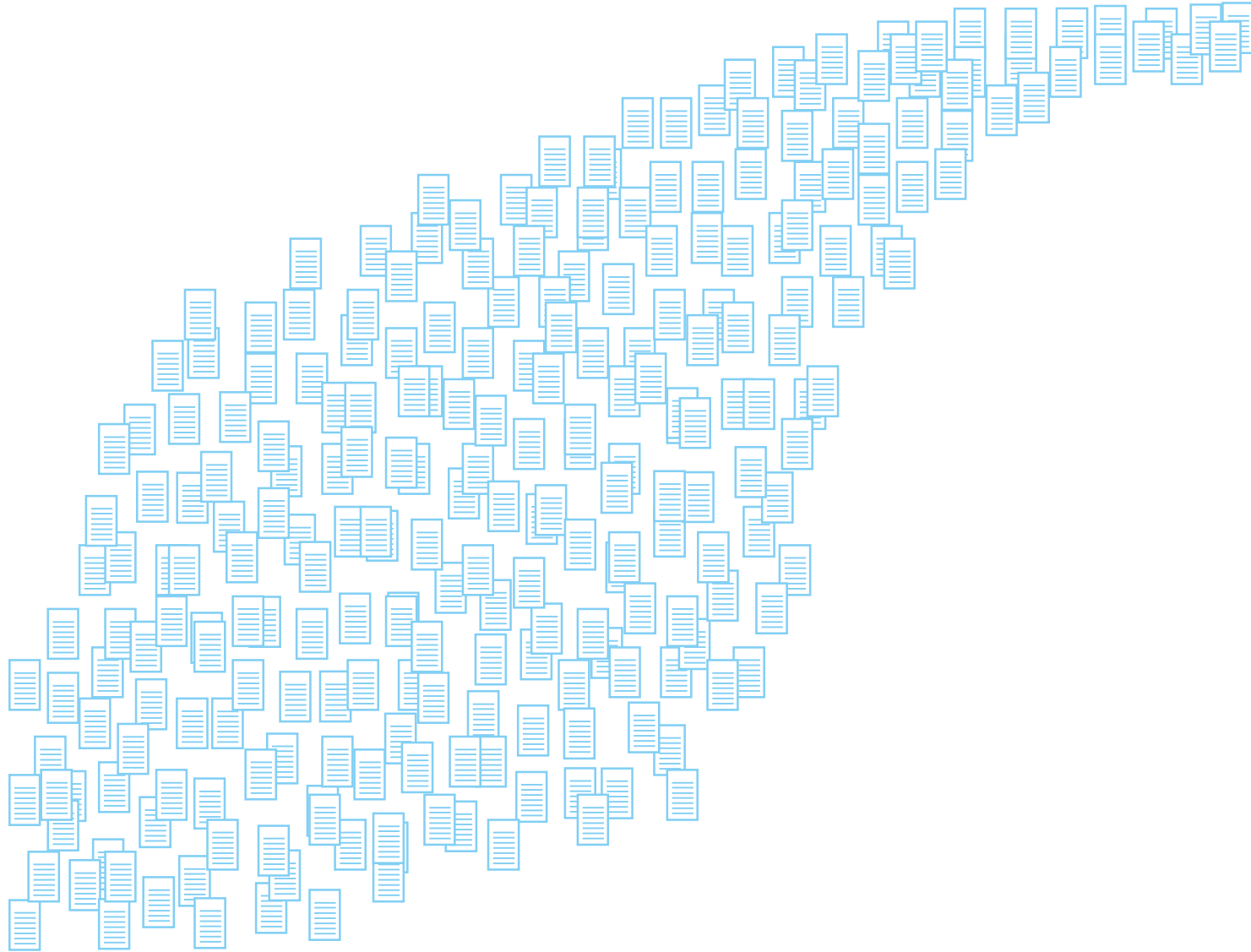
DISCOUNT %



VOLUME €

Ster

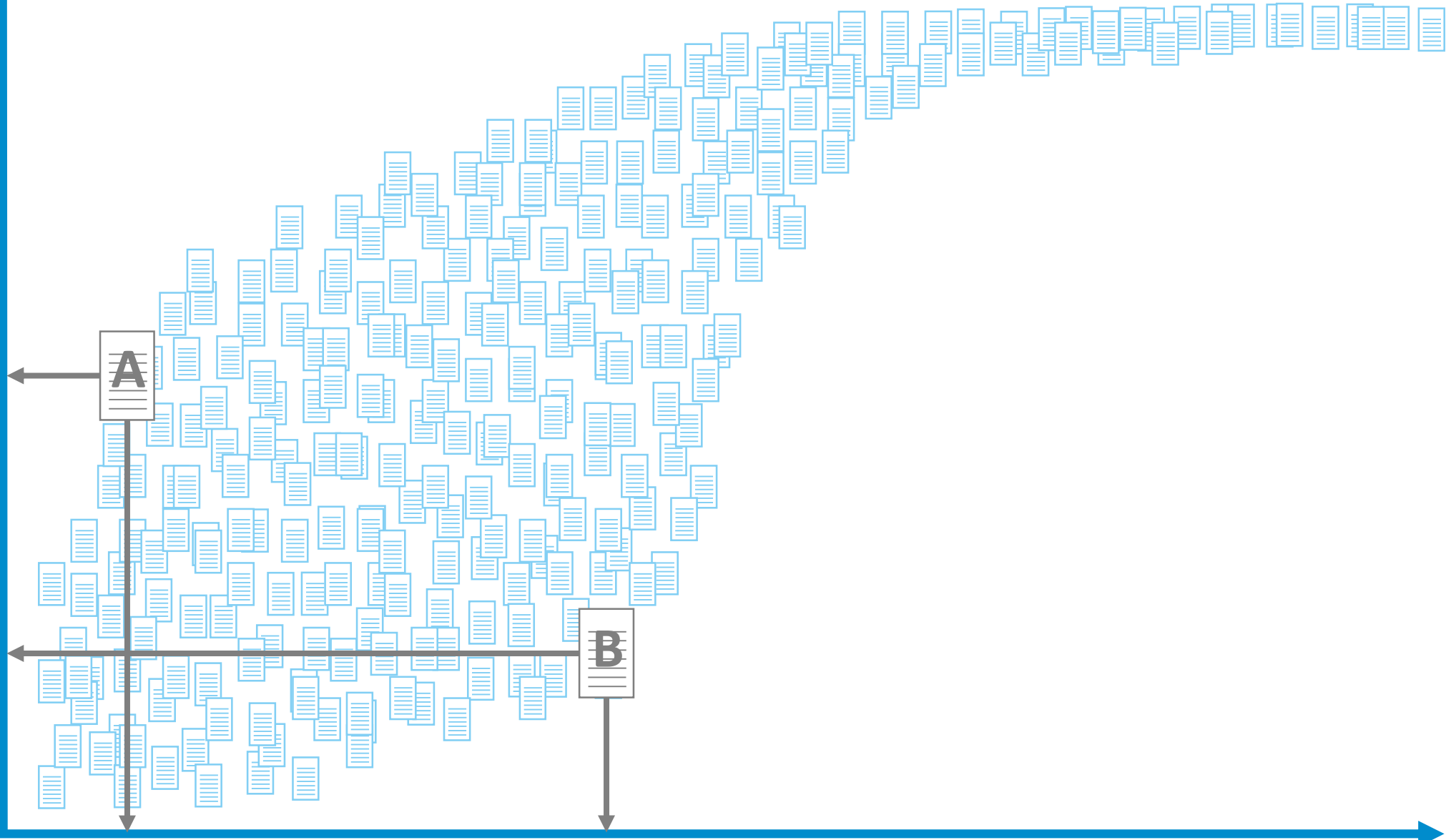
DISCOUNT %



VOLUME €

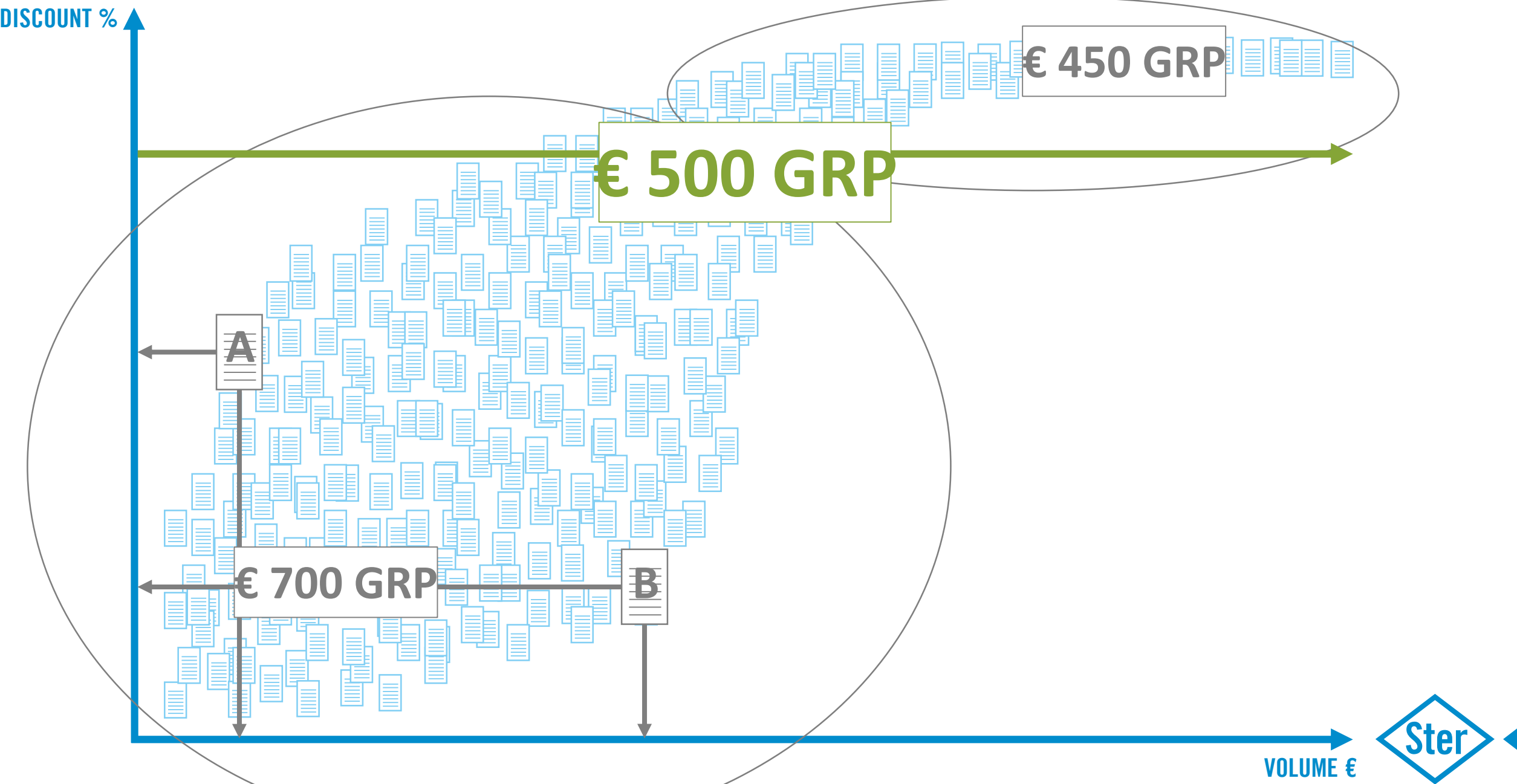


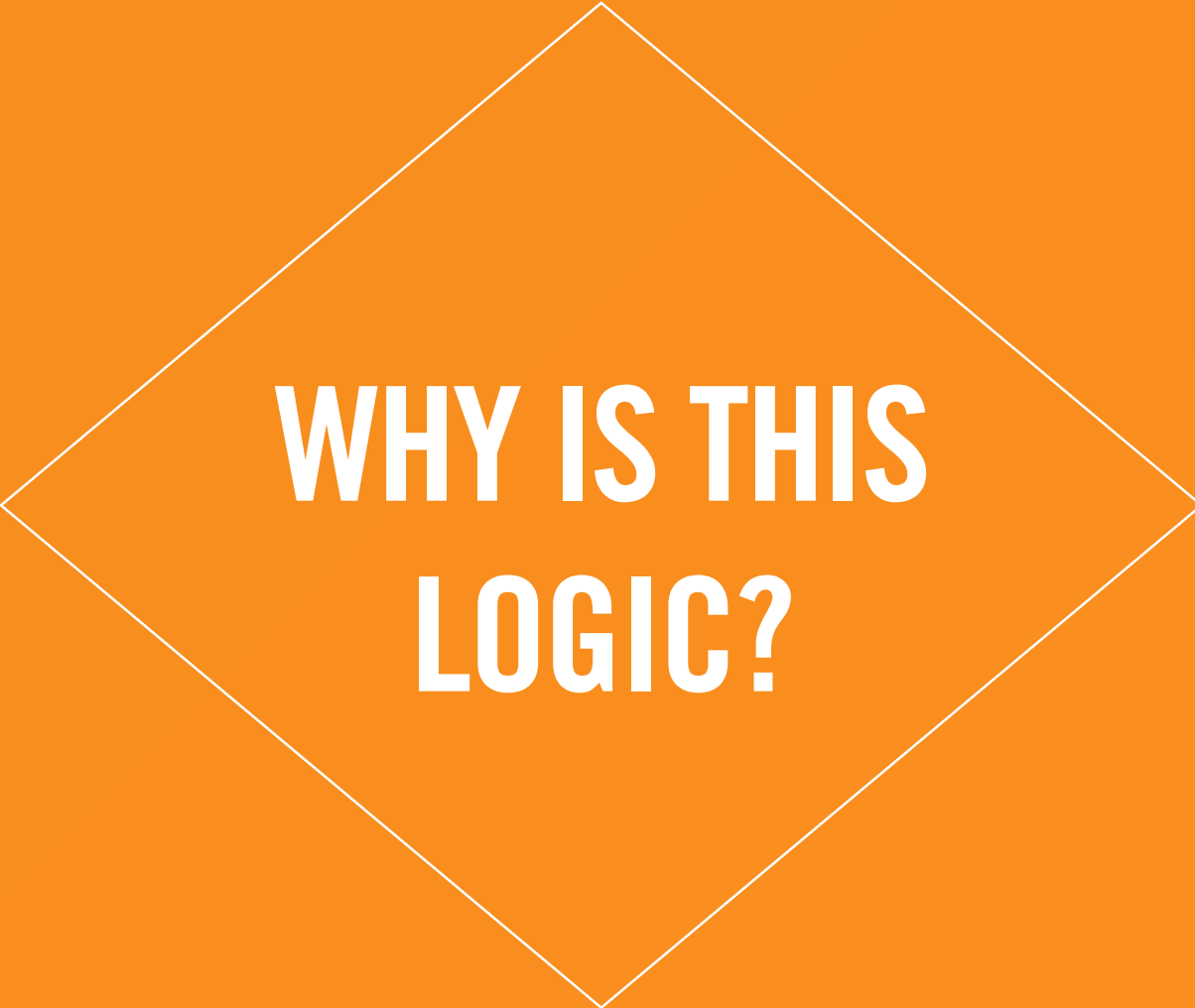
DISCOUNT %



VOLUME €







**WHY IS THIS
LOGIC?**



Ster





LINEAIR
TV & RADIO IS A
LIMITED CAPACITY
BUSINESS



Ster

TO CLARIFY



Ster





72 BOTTLES

28 BOTTLES

2 x 36 = 72 bottles x €4,50	€324,-	
<i>2 x 10,- kickback</i>	<i>€20,-</i>	<i>—</i>
	€304,-	
2 x 14 = 28 bottles x €7,-	€196,-	+
100 bottles	€500,-	

2 x 30 = 60 bottles x €5,- €300,-

12 x 3 = 36 bottles x €5,- €180,-

2 x 2 = 4 bottles x €5,- €20,- +

100 bottles € 500,-



**LESS TARGET
GROUPS**



Ster







GENDER



AGE



EDUCATION

```
graph LR; A{NO  
CONTRACTS} --> B{Ster}; B --> Exit[ ]; style Exit fill:#fff,stroke:#fff,stroke-width:0px
```

**NO
CONTRACTS**

Ster

```
graph LR; A{NO KICKBACKS} --> B{Ster}; B --> C[ ];
```

**NO
KICKBACKS**

Ster



EASY BOOKING SYSTEM

Ster

[MEDIUMTYPEN](#)[PROGRAMMERING](#)[CASES](#)[SPECIALS](#)[NIEUWS](#)[ONDERZOEK](#)[INKOOPTOOLS](#)[KLANTPORTAL](#)[MEER](#) 

egta

[Welkom Egta](#)[Televisie](#)[Radio](#)[Digital](#)

NU EN STRAKS

Jouw spots die binnen de komende 2 uur uitgezonden worden.

**TV**[Bekijk lopende campagnes](#) →

Ceo & top exec's
summit
Egta

NOS JOURN...

<

16:00

16:05

→

KRABBÉ ZO...

16:08

>

**RADIO**[Bekijk lopende campagnes](#) →

Ceo & top exec's
summit
Egta

JOURNAAL

<

16:00

16:02

→

RUUD DE WI...

16:05

>

RESULTS AFTER Q1:
12% MORE ADVERTISERS
STEADY REVENUE
FOCUS ON QUALITY
EFFICIENCY



”That’s all Folks”