

CITY DIGITAL



STOCKMANNINPOIKAS



STO

MEDIACARD 2021

SNOW
KALENTERI 2021

**KAUSIKORTTI
TALVI 18/19
139,99€**
(NORM. 149€)

MAITTOJA 2100 KPL
KOKKIJA 1000 KPL

WWW.SAPPELI.FI

SAPPEE

MEDIATEKO



City Digital

Stand out in the new crowd. Guarantee your brand attention with eye-catching on our high-tech digital billboards around the busiest shopping spots. Connect your brand with consumers in the biggest cities of Finland, target those ready to make purchase decisions in the urban environment. Choose your preferences from 5 cities with 93 digital billboards.

Reach consumers locally or throughout the country for a day, a week, a month or more. You choose! With smart media choices your brand's attention value is guaranteed and will stand out even longer.

The digital LED billboards 6-25 m² and the digital signage 55" pylons are strategically located along the main passageways.

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MATERIAL INSTRUCTIONS

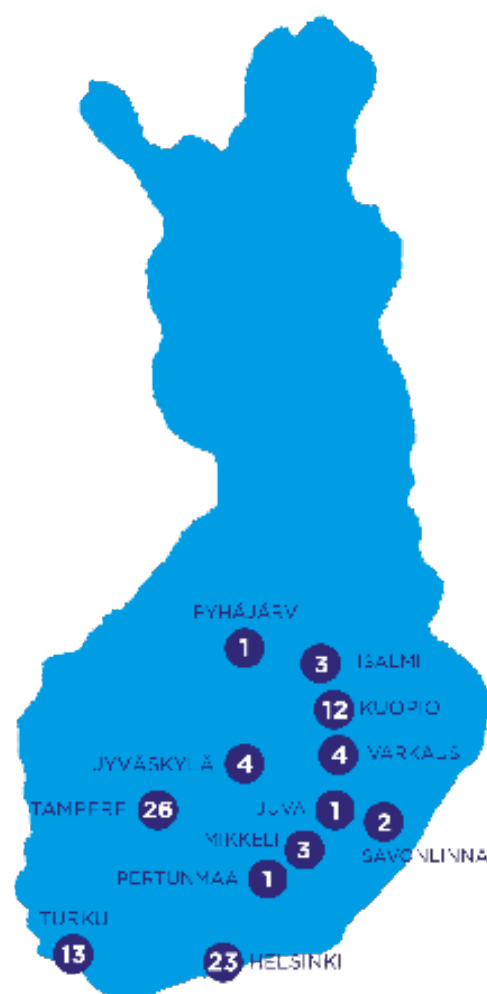
The prices of the single products as well as more information can be found in our online store, where you can also build the media packages you want by using the design tool.



City Digital Cities and locations

City	Location	Digital surfaces
Helsinki	Q-Park Stockmann	15 pcs
	Q-Park Erottaja	3 pcs
	Q-Park Finlandia	5 pcs
Tampere	Tampere Theater	3 pcs
	Railway station	1 pcs
	Q-Park Stockmann	4 pcs
	P-Hämppi	10 pcs
	P-Koskikeskus	3 pcs
Turku	P-Plevna	1 pcs
	P-Frenckell	1 pcs
	Railway station tunnel	3 pcs
	Q-Park Stockmann	5 pcs
	Q-Park Louhi	7 pcs
Jyväskylä	KOP Kolmio	1 pcs
	Prisma Jyväskylä	4 pcs
Kuopio	Sokos Kuopio	1 pcs
	Kuopio market square	1 pcs
	Prisma Kuopio	3 pcs
	ABC Pitkälähti	1 pcs
	S-Market Ykkösrasti	2 pcs
	Karjalankatu	1 pcs
Iisalmi	Kellolahdentie	1 pcs
	Tasavallankatu	1 pcs
	Volttikatu	1 pcs
	ABC Marjahaka	1 pcs
Varkaus	Prisma Iisalmi	2 pcs
	ABC Varkaus	1 pcs
Pyhäjärvi	Prisma Varkaus	3 pcs
	ABC Pyhäjärvi	1 pcs
Mikkeli	Prisma Graani	2 pcs
	ABC Pitkäjärvi	1 pcs
Juva	ABC Juva	1 pcs
Pertunmaa	ABC Kuortti	1 pcs
Savonlinna	Prisma Savonlinna	2 pcs
TOTAL		93 SURFACES

OTC
12,5 mln.
/week





City Digital

Media surfaces

Digital LED billboards



Digital LED billboards place your brand effectively to reach customers in Finland's busiest shopping spots: Helsinki, Tampere, Turku, Kuopio and Jyväskylä. The digital media surfaces are located in the shopping centers and along the main passageways into the parking garages.

Digital Signage pylons 55"



Digital Signage Pylons are located along the main passageways and close to Parking ticket payment machines in Q-Park Erottaja, Finlandia and Q-Park Stockmann parking garages in Helsinki, Tampere and Turku.



Media prices

Cities

HELSINKI - 23 digital screens

Stockmann, Erottaja, Finlandia

Campaign period	10 s spot	Spots total	OTC
1 week	4 700 e	160 825 pcs	638 500
2 weeks	7 520 e	321 650 pcs	
4 weeks	13 160 e	643 300 pcs	
10 weeks	26 790 e	1 608 250 pcs	

TAMPERE - 26 digital screens

Tampere Theater, Railway station, Railway station tunnel, Stockmann, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell

Campaign period	10 s spot	Spots total	OTC
1 week	7 200 e	189 210 pcs	2 829 600
2 weeks	11 520 e	378 420 pcs	
4 weeks	20 160 e	756 840 pcs	
10 weeks	41 040 e	1 892 100 pcs	

TURKU - 13 digital screens

Stockmann, P-Louhi ja KOP Kolmio (Attention: KOP Kolmio anomalous loop 100s)

Campaign period	10 s spot	Spots total	OTC
1 week	4 100 e	95 116 pcs	613 600
2 weeks	6 560 e	190 232 pcs	
4 weeks	11 480 e	380 464 pcs	
10 weeks	23 370 e	951 160 pcs	

KUOPIO - 12 digital screens

Sokos, Market square, Prisma, ABC Pitkälähti, S-Market Ykkösraasi, roadside screens (Attention: Sokos anomalous loop 120s)

Campaign period	10 s spot	Spots total	OTC
1 week	7 800 e	103 157 pcs	4 344 720
2 weeks	12 480 e	206 314 pcs	
4 weeks	21 840 e	412 628 pcs	
10 weeks	44 460 e	1 031 570 pcs	

Loop length 70s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 190e / post.



JYVÄSKYLÄ - 4 digital screens

Prisma Seppälä

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	27 000 pcs	891 800
2 weeks	2 160 e	54 000 pcs	
4 weeks	3 780 e	108 000 pcs	
10 weeks	7 695 e	270 000 pcs	

MIKKELI - 3 digital screens

Prisma Graani and ABC Pitkäjärvi

Campaign period	10 s spot	Spots total	OTC
1 week	2 300 e	20 347	876 750
2 weeks	3 680 e	40 694	
4 weeks	6 440 e	81 388	
10 weeks	13 110e	203 470	

SAVONLINNA - 2 digital screens

Prisma Savonlinna

Campaign period	10 s spot	Spots total	OTC
1 week	1 250 e	8 587	483 000
2 weeks	2 000 e	17 174	
4 weeks	3 500 e	34 348	
10 weeks	7 125 e	85 870	

VARKAUS - 4 digital screens

Prisma Varkaus and ABC Varkaus

Campaign period	10 s spot	Spots total	OTC
1 week	1 750 e	20 347	609 000
2 weeks	2 800 e	40 694	
4 weeks	4 900 e	81 388	
10 weeks	9 975 e	203 470	

IISALMI - 3 digital screens

Prisma Iisalmi and ABC Marjahaka

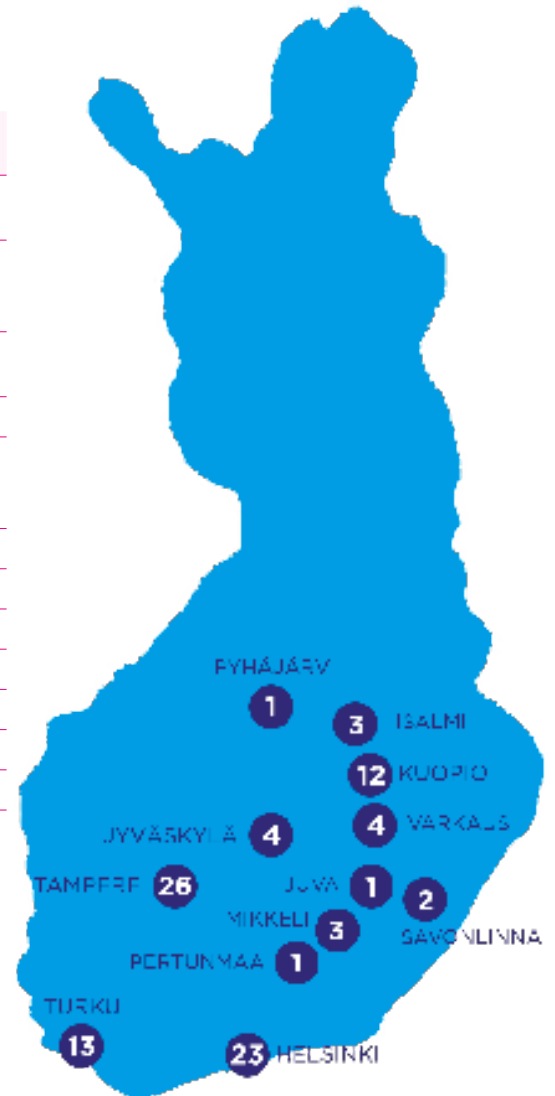
Campaign period	10 s spot	Spots total	OTC
1 week	1 750 e	20 347	547 500
2 weeks	2 800 e	40 694	
4 weeks	4 900 e	81 388	
10 weeks	9 975 e	203 470	



Media prices

City Digital Suomi - the whole network

City	Location	Digital screens
Helsinki	Food Market Herkku Stockmann, Aimo Park Erottaja, Aimo Park Finlandia	23 pcs
Tampere	Railway station, Railway station tunnel, Tampere Theater, Food Market Herkku Stockmann, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell	26 pcs
Turku	Food Market Herkku Stockmann, Aimo Park Louhi, KOP kolmio	13 pcs
Jyväskylä	Prisma Jyväskylä	4 pcs
Kuopio	Prisma Kuopio, Sokos Kuopio, Market Square, ABC Pitkälähti, S-Market Ykkösrasti, Karjalankatu, Kellonlahdentie, Tasavallankatu, Volttikatu	12 pcs
Varkaus	Prisma Varkaus, ABC Varkaus	4 pcs
Iisalmi	ABC Marjahaka, Prisma Iisalmi	3 pcs
Pyhäjärvi	ABC Pyhäjärvi	1 pcs
Savonlinna	Prisma Savonlinna	2 pcs
Mikkeli	ABC Pitkälähti, Prisma Graani	3 pcs
Pertunmaa	ABC Kuortti	1 pcs
Juua	ABC Juua	1 pcs



The prices of the single products as well as more information can be found [in our online store](#), where you can also build the media packages you want by using the design tool.

PRICES - THE WHOLE NETWORK

Campaign period	10 s spot	Spots total	OTC
1 week	29 800 e	668 456	12 514 000
2 weeks	47 680 e	1 336 912	
4 weeks	83 440 e	2 673 824	
10 weeks	169 860 e	6 684 560	

Spot length:
 5 s, multiplier 0,85
 20 s, multiplier 2

Attaching and maintenance 190e / post.



Media prices

City Digital POS

City	Location	Digital screens
Helsinki	Food Market Herkku Stockmann, Aimo Park Erottaja	18 pcs
Tampere	Railway station, Railwau station tunnel, Tampereen teatteri, Food Market Herkku Stockmann, P-Hämpö, P-Koskikeskus, P-Plevna, P-Frenckell	26 pcs
Turku	Food Market Herkku Stockmann, Aimo Park Louhi, KOP kolmio	13 pcs
Jyväskylä	Prisma Jyväskylä	4 pcs
Kuopio	Prisma Kuopio, Sokos Kuopio, Market square, ABC Pitkälähti, S-Market Ykkösrasti	8 pcs
Varkaus	Prisma Varkaus, ABC Varkaus	4 pcs
Iisalmi	ABC Marjahaka, Prisma Iisalmi	3 pcs
Pyhäjärvi	ABC Pyhäjärvi	1 pcs
Savonlinna	Prisma Savonlinna	2 pcs
Mikkeli	ABC Pitkälähti, Prisma Graani	3 pcs
Pertunmaa	ABC Kuortti	1 pcs
Juva	ABC Juva	1 pcs
TOTAL 84 digital screens		



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PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	25 000 e	603 936	10 578 000
2 weeks	40 000 e	1 207 872	
4 weeks	70 000 e	2 415 744	
10 weeks	142 500 e	6 039 360	

Spots length:
5 s, multiplier 0,85
20 s, multiplier 2

Attaching and maintenance 190e / post.



Media prices

City Digital Central and Eastern Finland

City	Location	Digital screens
Jyväskylä	Prisma Jyväskylä	4 pcs
Kuopio	Prisma Kuopio, Sokos Kuopio, Market square, ABC Pitkälähti, S-Market Ykkösrasti, Karjalankatu, Kellonlahdentie, Tasavallankatu, Volttikatu	12 pcs
Varkaus	Prisma Varkaus, ABC Varkaus	4 pcs
Iisalmi	ABC Marjahaka, Prisma Iisalmi	3 pcs
Pyhäjärvi	ABC Pyhäjärvi	1 pcs
Savonlinna	Prisma Savonlinna	2 pcs
Mikkeli	ABC Pitkälähti, Prisma Graani	3 pcs
Pertunmaa	ABC Kuortti	1 pcs
Juva	ABC Juva	1 pcs
TOTAL 31 digital screens		



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PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	19 7000 e	231 892	8 432 000
2 weeks	31 520 e	463 784	
4 weeks	55 160 e	927 568	
10 weeks	112 290 e	2 318 920	

Spot length:
5 s, multiplier 0,85
20 s, multiplier 2

Attaching and maintenance 190e / post.



Media prices City Digital S-Ryhmä

City	Location	Digital screens
Helsinki	Food Market Herkku Stockmann	15 pcs
Tampere	Food Market Herkku Stockmann	4 pcs
Turku	Food Market Herkku Stockmann	5 pcs
Jyväskylä	Prisma Jyväskylä	4 pcs
Kuopio	Prisma Kuopio, Sokos Kuopio, ABC Pitkälähti, S-Market Ykkösrasti	7 pcs
Varkaus	Prisma Varkaus, ABC Varkaus	4 pcs
Iisalmi	ABC Marjahaka, Prisma Iisalmi	3 pcs
Pyhäjärvi	ABC Pyhäjärvi	1 pcs
Savonlinna	Prisma Savonlinna	2 pcs
Mikkeli	ABC Pitkälähti, Prisma Graani	3 pcs
Pertunmaa	ABC Kuortti	1 pcs
Juva	ABC Juva	1 pcs
TOTAL 50 digital screens		



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PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	16 300 e	165 742	6 846 000
2 weeks	26 080 e	331 484	
4 weeks	45 640 e	662 968	
10 weeks	92 910 e	1 657 420	

Spot length:

5 s, multiplier 0,85
20 s, multiplier 2

Attaching and maintenance 190e / post.



Media prices City Digital Prisma

City	Location	Digital screens
Jyväskylä	Prisma Jyväskylä	4 pcs
Kuopio	Prisma Kuopio, S-Market Ykkösrasti	5 pcs
Varkaus	Prisma Varkaus	3 pcs
Iisalmi	Prisma Iisalmi	2 pcs
Savonlinna	Prisma Savonlinna	2 pcs
Mikkeli	Prisma Graani	2 pcs
TOTAL 18 digital screens		



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PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	7 900 e	74 228	3 987 000
2 weeks	12 640 e	148 456	
4 weeks	22 120 e	296 912	
10 weeks	45 030 e	742 280	

Spot length:

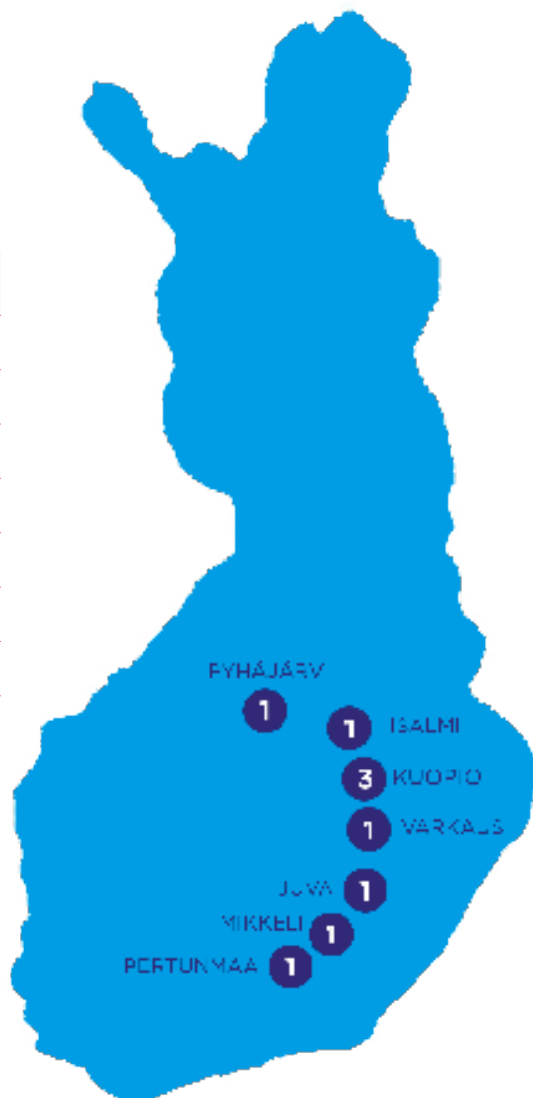
5 s, multiplier 0,85
20 s, multiplier 2

Attaching and maintenance 190e / post.



Media prices City Digital ABC

City	Location	Digital screens
Kuopio	ABC Pitkälähti, S-Market Ykkösrasti	3 pcs
Varkaus	ABC Varkaus	1 pcs
Iisalmi	ABC Marjahaka	1 pcs
Pyhäjärvi	ABC Pyhäjärvi	1 pcs
Mikkeli	ABC Pitkälähti	1 pcs
Pertunmaa	ABC Kuortti	1 pcs
Juva	ABC Juva	1 pcs
TOTAL 9 digital screens		



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PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	5 000 e	79 147	2 121 000
2 weeks	8 000 e	158 294	
4 weeks	14 000 e	316 588	
10 weeks	28 500 e	791 470	

Spots length:

5 s, multiplier 0,85
20 s, multiplier 2

Attaching and maintenance 190e / post.



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