

GOLFMEDIA



# MEDIA CARD 2021

**MEDIA**  **TEKO**



## Golfmedia

The golf courses and club areas are excellent channels to carry out campaigns taking into account the client's individual goals and target groups. Our 55 partner fields enable uniform and easily replicable media solutions throughout Finland.

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.

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## Media surfaces

### MEGA BILLBOARDS 427x200

Make your brand seen on the best places! The stunning megaboards are strategically placed at the entrance of the golf center and also close to the parking and Club House. With this magnificent media surface you reach all the golfers and visitors in the golf center.



### DIGITAL SCREENS OUTSIDE

The outdoor digital billboards are placed at the golf center hot spots: along the main passageways and close to the golf clubs. Digital advertising is a versatile media channel, campaigns are quick to launch and the artwork can be changed during the campaign. Draw attention for your brand- for a day or throughout the whole season.

In total 14 screens



### DIGITAL SCREENS INSIDE

Inside screens are located in places where players are searching valuable information about the course, golf round and weather or where they relax after the round. In total 48 screens.





## CLUB BOARD 150X75

Make your brand the center of the attention! The club boards are located along the busiest passageways within the golf club area. This double-sided media surface can be creatively used for example here can be a different message for players entering and exiting the area. The club boards are easy to move and relocate if needed.



## CLUB BOARD 70x100

The club boards are located along the busiest passageways within the golf club area. This double-sided media surface can be creatively used for example there can be a different message for players entering and exiting the area. The club boards are easy to move and relocate if needed.



## EURO SIZED BOARD 120x180

Noticeable euro boards to promote your brand on the side of Clubhouse and practice area. This marketing material can be easily changed during the season to adapt your brand.



## RANGE MEDIA SURFACES

These distinguishable media surfaces protect yet advertise your brand to every golfer. Range is a great place to share your message. It's open before the season starts and frequently used by golf players practicing their "perfect swing". Get your brand noticed 7-8 months in a year.





## RANGE DISTANCE MARKERS 100X150

The Range Distance Markers will not be missed. Range is a great place for your brand, open before the season starts and frequently used by golf players practicing their “perfect swing”. Get your brand noticed 7-8 months in a year.



## PUTTING PRACTISE AREA

Get your brand noticed with our fantastic campaign combo: cup advertising, flags and club boards to deliver a memorable encounter at the putting practice areas. Guarantee your brand the attention of the golf players with a playful and creative message placed in effective practice areas.



## GOLF CARS

Branded golf cars are effective media surface to reach players during the round and at the clubhouse area. Ask more about your custom-made solutions from our salespersons!



## GOLF BALL WASHER ADVERTISING

This is an innovative marketing solution for your brand to reach the golfers at golf course. Golf ball washer and towel branding is highly recognized as a brilliant service, giving your brand high exposure for the players during their rounds. Availability: 9 to 18 pcs per golf course.





# Media prices

You can combine golf courses and different media surfaces to your marketing need!

MEDIA SURFACE	SURFACES	MEDIA PRICE / SEASON	PRODUCTION AND INSTALLATION	
MEGA BILLBOARDS 427 x 200 cm	50	90 000	15 000	
	25	60 000	8 500	
	20	54 000	7 600	
	10	31 200	4 300	
	5	17 400	2 350	
	1	3 750	490	
EUROSIZED BOARD 120 x 180 cm	50	51 750	3 200	
	25	34 500	1 650	
	20	32 200	1 500	
	10	18 400	850	
	5	9 775	495	
	1	2 070	129	
CLUB BOARD 150 x 75 cm tai 70 x 100 cm (1 board = 2 media surfaces)	50 25 20 10 5 1	43 050 27 195 23 975 13 700 7 200 1 600	<b>150 x 75 cm</b>	<b>70 x 100 cm</b>
			5 800	1 500
			3 050	800
			2 700	700
			1 500	350
			830	210
195	50			
RANGE DISTANCE MARKERS 100 x 150 cm (sells in 4 board set)	20 4	15 525 3 335		
			5 900	1 250
RANGE DIVIDERS 100 x 40 cm	100	21 600	4 800	
	50	11 400	2 500	
	10	2 520	550	
GOLF BALL WASHER	9	2 400	360	
	18	3 840	620	
PUTT AREA Includes: 5-9 cup ads (4 x 30 cm) and flag ads (75 mm) and twosided club board (150 x 75 cm)		64 800	13 000	
	25 areas	57 600	11 500	
	20 areas	33 000	6 750	
	10 areas	18 240	3 420	
	5 areas	3 840	720	
	1 area			



## Media prices

### Course sets

	Media tools	Media price / season
1 COURSE	MEGA BILLBOARD AND CLUB BOARD	4 815 + production
3 COURSES	MEGA BILLBOARD AND CLUB BOARD	13 695 + production
6 COURSES	MEGA BILLBOARD AND CLUB BOARD	24 600 + production
10 COURSES	MEGA BILLBOARD AND CLUB BOARD	38 900 + production

### Product distributions

PRODUCTS		OPERATION COST	
100-200 pcs.	70 snt / pcs.	1-5 courses	400e/destination
201-350 pcs.	65 snt / pcs.	6-10 courses	300e/destination
351-500 pcs.	55 snt / pcs.	over 10 courses	250e/destination
501-1000 pcs.	45 snt / pcs.		

For bigger distributions please contact our sales.  
Prices 0% VAT.



## Golf digital media prices

	week	2 weeks	4 weeks	whole season
Inside screens / screen	200	456	600	1 400
Outside screens / screen	456	821	1 368	3 192
Golf digital all screens (in - and outside screens)	4 680	8 242	14 040	32 760

Screen-/week multiplier	
Repetitions / weeks	Multiplier
2. screens / weeks	1,8
3. screens / weeks	2,5
4. screens / weeks	3
5. screens / weeks	3,5
6. screens / weeks	4
7. screens / weeks	4,5
8. screens / weeks	5
9. screens / weeks	5,5
10. screens / weeks	5,8
11. screens / weeks	6
12. screens / weeks	6,2
13. screens / weeks	6,4
14. screens / weeks	6,6
15. screens / weeks	6,8
over 15 screens / weeks	7
over 20 screens / weeks	8
over 25 screens / weeks	9
over 30 screens / weeks	10
over 35 screens / weeks	11

### OTC/week/all courses

# 1 669 120

### Screens

# 62

Price multiplier / spot lenght	
20 seconds	1,5
30 seconds	2

Golf digital loop 240s. Attaching and maintenance 190e / post.

Prices 0% VAT. All prices are subject to change without notice. More terms of sale:

<https://www.mediateko.fi/en/planner/terms-of-sale>



GOLF CENTER	MEGA BILLBOARD	CLUB BOARD	EUROSIZED BOARD	RANGE DISTANCE MARKERS	RANGE DIVIDERS	PUTTING AREA	DIGITAL
LAPLAND AND NOTHERN FINLAND							
SANTA CLAUS GOLF, Rovaniemi	x					x	1
LEVI GOLF, Levi	Ask salesperson						1
OULUN GOLF, Oulu							1
THE WEST COAST							
HARJATTULA GOLF, Turku							2
KOKKOLAN GOLF, Kokkola	x	x		x	x	x	
VAASAN GOLF, Vaasa	x	x	x	x	x	x	2
KALAFORNIA GOLF, Pori	x	x		x	x	x	1
AURAGOLF, Turku		x		x	x		
NAKKILAN GOLF, Nakkila							1
AURINKO GOLF, Naantali	x	x	x				1
GOLFRAUMA, Rauma							1
MERITEIJO GOLF, Teijo	x	x				x	1
WIURILA GOLF, Salo	x	x	x	x	x	x	1
RUUHIKOSKI GOLF, Nurmo	x	x	x	x	x	x	
MID & EAST FINLAND							
IMATRAN GOLF, Imatra	x	x	x				3
VIIPURIN GOLF, Lappeenranta	x	x	x			x	
KARELIAGOLF, Joensuu	x	x	x		x	x	
KATINKULTA GOLF, Sotkamo	x			x	x	x	
KERIGOLF, Kerimäki	x	x	x	x	x	x	1
MUURAME GOLF, Muurame	x	x	x			x	1
PEURUNKAGOLF, Laukaa	x	x		x	x	x	1
TAHKO OLD COURSE, Nilsä	x	x	x	x	x	x	1
TAHKO NEW COURSE, Nilsä	x	x	x	x	x	x	1
TARINA GOLF, Siilinjärvi	x	x	x	x	x	x	1
HÄME							
KANAVA GOLF, Vääksy							1
KYTÄJÄ GOLF, Hyvinkää	x	x		x	x	x	
LAKESIDE GOLF, Vammala	x	x	x	x	x	x	
PIRKKALA GOLF, Pirkkala	x	x	x			x	3
TAMMER GOLF, Tampere	x	x	x	x	x	x	1
LINNA GOLF, Hämeenlinna	x	x	x	x	x	x	1
MESSILÄ GOLF, Hollola	x	x	x			x	1
VIERUMÄKI GOLF, Vierumäki	x	x	x	x	x	x	1
LAHDEN GOLF, Lahti	x	x	x	x	x	x	1
CAPITAL AREA AND SOUTH FINLAND							
ESPOON GOLFSEURA, Espoo							1
HELSINGIN GOLFKLUBI, Tali	Ask salesperson						1
HIRSALA GOLF, Kirkkonummi							1
HIRVIHAARAN GOLF, Mäntsälä							1
MASTER GOLF, Espoo	x	x	x	x	x	x	2
NORDCENTER, Raasepori							2
KEIMOLA GOLF, Vantaa	x	x	x	x	x	x	1
VIHTI GOLF, Vihti	x	x	x	x	x	x	
GOLFTALMA, Sipoo	x						1
TUUSULAN GOLF, Tuusula	x	x	x	x	x	x	1
KURK GOLF, Kirkkonummi	x	x	x	x	x	x	1
PALOHEINÄ GOLF, Helsinki		x		x	x	x	1
PEURAMAA GOLF, Kirkkonummi	x	x		x	x	x	3
PICKALA GOLF, Siuntio							4
NURMIJÄRVEN GOLF, Röykkä	x	x	x	x	x	x	1
ST LAURENCE GOLF, Lohja	x	x	x	x	x	x	1
SEA GOLF RÖNNÄS, Porvoo	x	x	x	x	x	x	2
SUUR-HELSINGIN GOLF (Lakisto ja Luukki)		x					1
NEVAS GOLF, Söderkulla	x	x	x	x	x	x	
VUOSAARI GOLF, Helsinki	x	x	x	x	x	x	2
KULLO GOLF, Porvoo	x	x	x	x		x	1
TAPIOLA GOLF, Espoo	ASK MORE FROM OUR SALESPERSON						
HILLSIDE GOLF, Jokikunta		x	x	x	x	x	1



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