

SKI CENTER ADVERTISING



MEDIA CARD
2020-2021

MEDIATEKO



Media surfaces

SKI LIFT TRACK BOARDS 150x75 cm

Make your brand memorable and tell your uplifting story on ski lift track. Track board advertising has excellent attention value. Take the advantage of repeated exposure and getting close to the consumer. Outstanding and versatile media surface which can be creatively used to leave a lasting impression



SKI RACKS 150x75 cm double-sided

Have your brand in the center of the attention. Reach the skiers and other resort visitors in the busiest places of the ski resorts. Influence the consumers ready to make purchase decisions in the proximity of restaurants, rental and ski shops.



ILLUMINATED EUROSIZED BOARDS 120x180 cm

Effective media surface reaching ski resort customers in multiple locations: ski lift stations, restaurants, ticket offices, bus stops and along the passageways from car park to ski lifts.





Media surfaces

SKI LIFT ENTRY GATE 455x610 mm (different sizes)

Reach out touch the consumers with your brand. Use this unstoppable opportunity for a personal contact and share your message at the entry gate. (The combination of ski lift entry gate and track board advertising will guarantee the unbeatable attention value for your brand!)



MEGA BILLBOARD 854x275 cm

Spectacular eye catchers of the ski resorts. Maximize brand visibility with Mega billboards throughout the season.



CHAIR LIFT ADVERTISING

Get the full attention of the skiers on the lift ride. Use this exquisite opportunity to share your message in the relaxed atmosphere and make the most of the time together during the ride.





Media surfaces

GONDOLAS Levi and Ylläs

Branding gondolas is the ultimate choice to maximize your visibility during the whole season! The 7 minute ride will guarantee your brand a good time spend together with skiers.



SPECIAL MEDIA SOLUTIONS AND DOMINANCE

Build your brand BIG and target your audience with special solutions. With us you can dominate the resorts or create innovative campaigns for different target groups. Execute memorable campaigns in the special areas of the resorts like Ski parks, kids area and half-pipes. Contact sales for more information.



SKI DIGITAL

Use digital billboards to reach the affluent consumers in the most visited and established ski resorts. The digital billboards are located in the busiest areas of the resorts. Have your campaign throughout the season or target your marketing for high seasons.





Media prices

Combine Ski Centers, sets and singular media surfaces to your advertising need!

SINGULAR MEDIA SURFACES AND SMALLER SETS	Surface pcs.	Media price / season	Production and installation
Euro board, illuminated 120x180 cm	1	2 800	129
	3	7 500	387
	10	20 000	990
	20	35 000	1 650
Ski lift track boards, 150x75 cm	1	1 550	145
	3	3 600	420
	10	10 800	990
	20	19 000	1 800
Mega billboard, 854x275 cm	1	3 800	950
	3	10 600	2 700
	10	32 500	6 900
	20	56 000	12 000
Ski racks 150x75 cm, (double-sided)	1/2	2 000	195
	3/6	5 800	540
	10/20	18 000	1 600
	20/40	33 800	2 800
Ski lift entry gate, 455x610 mm (different sizes)	1	750	39
	3	2 100	117
	10	6 800	320
	20	13 300	590
Track boards 150x75 cm (double-sided)	1/2	2 000	195
	3/6	5 700	540
	10/20	18 500	1 600
	20/40	33 000	2 800

Express-chair lift	Chairs pcs.	Media price		Production and installation	
Ruka, Pyhä, Levi	6 pcs.	7 500		1 410	
	12 pcs.	12 600		2 760	
	20 pcs.	18 000		4 100	
	40 pcs.	32 000		7 400	
	60 pcs.	40 000		10 600	
Chair lift (back rest / hood)	Chairs pcs.	Media price 160x40cm	Media price Hood	Production 160x40cm	Production Hood
	20	9 500	13 000	1 300	1 850
	40	18 000	25 000	2 600	3 450
	60	25 000	35 000	3 900	5 175
Gondolas	Amount pcs.	Media price	Production and installation		
	1	6 000	1 100		
	4	22 000	4 000		
	10	44 000	9 000		

Media surfaces: 3 windows, base, 2 ski racks, inner window tapeing 80x20cm.

Active vacation -packet	Amount pcs.	Media price	Production and installation
Ski lift track boards + ski racks, 30 surfaces	10 + 10	25 900	2 450
Ski lift track boards + ski racks, 60 surfaces	20 + 20	34 500	4 150

Prices 0% VAT. All prices are subject to change without notice. Terms of sale: www.mediateko.fi



Media prices

SKI DIGITAL (10s spot, 240s loop)

Ski Digital / digital screen	Media price / screen	OTC / week / all ski centers
1 week Season	500	5 600 000
1 week High Season (weeks: 52-53, 1, ,8-10, 15-16)	900	
Whole Season	6 000	
Ski Digital / the whole network		
1 week Season	4 600	
1 week High Season	8 280	
Whole Season	55 200	
Screens / Campaign period		
Screens / Campaign period		Price 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		6,1
12. screens / weeks		6,4
13. screens / weeks		6,7
14. screens / weeks		7
15. screens / weeks		7,3
15-17 screens / weeks		7,6
18-19 screens / weeks		8,2
20-21 screens / weeks		8,8
over 21. screens / weeks		9,2



Example:

2. näyttöä, 3 week campaign in high season

Basic price: 900e / week / screen

Price multiplier for screens: 1,8 x 900e = 1 620e (week price for 2 screens)

Price multiplier for week: 2,5 x 1 620e = 4 050e

Price without tax: 4 050e / 2 screens, three week campaign in high season

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Attaching and maintenance 190e / post. Terms of sale: www.mediateko.fi



SKI CENTER	ADSHEL							MEGA BILLBOARD							SKI LIFT TRACK BOARDS							SKI RACKS							SKI LIFT ENTRY GATE							CHAIR LIFT	GONDO-LAS	KIDS AREA	PARK	DIGITAL	CROSS COUNTRY SKIING
	C	T	B	F	L	CI		C	T	B	F	L	CI		C	T	B	F	L	CI		C	T	B	F	L	CI		C	T	B	F	L	CI							
HIMOS**	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X		X	X	X	X	X	X			X			1	X	
HIRVENSALO	X				X									X						X																					
ISO-SYÖTE**	X	X	X	X				X	X	X	X			X	X	X	X			X	X	X	X	X												X			1		
ISO-YLLÄS**	X	X	X	X	X			X	X	X	X			X	X	X	X			X	X	X	X	X												X			1	X	
KASURILA	X			X								X		X						X	X	X	X	X												X			1		
LAAJIS	X					X														X					X											X			3	X	
LEVI**	X	X	X	X	X			X	X	X	X			X	X	X	X			X	X	X	X	X												X					
LUOSTO	X				X						X			X						X																				X	
MERI-TEUO													X																												
MESSILÄ**	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X										X			1		
OUNASVAARA	X			X							X									X	X	X	X	X												X			1	X	
PEURAMAA SKI	X				X	X						X		X						X	X	X	X	X												X			1		
PYHÄ**	X	X	X	X	X			X	X	X	X			X*	X*	X*	X*			X*	X	X	X	X												X			1	X	
RUKA**	X	X	X	X	X			X	X	X	X			X*	X*	X*	X*			X*	X	X	X	X												X			3	X	
RUSKOTUNTURI	X					X						X		X						X																X			1		
SALLA	X			X			X					X		X						X	X	X	X	X												X			1	X	
SAPPEE**	X	X		X	X			X	X	X	X			X	X	X	X			X	X	X	X	X												X			1	X	
TAHKO**	X	X	X	X	X			X	X	X	X			X	X	X	X			X	X	X	X	X												X			4	X	
TALMA SKI	X				X							X		X						X																X			1		
UKKOHALLA																																							1		
VIHTI SKI	X		X	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X												X			1	X	
VUOKATTI**	X	X		X	X			X	X	X	X			X	X	X	X			X	X	X	X	X												X			1	X	
YLLÄS-SKI**	X	X	X	X	X			X	X	X	X			X	X	X	X			X	X	X	X	X												X					

C=COVER | T=TOP 10 | B=BUSINESS | F=FAMILY | L=LIFESTYLE | CI = CITY

*Ski lift track boards are replaced with ski racks at Ruka and Pyhä.

**Top-10 centers

Promotions, product distribution, cross-country track boards and domination tailored separately.

MEDIATEKO



Kauppakatu 12, 70100 KUOPIO
Höyläämötie 14, 00380 HELSINKI
www.mediateko.fi

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