

MEDIA CARD

# Campusmedia

## KPY Novapolis

2023



**MEDIA**  **TEKO**

# KPY Novapolis Campusmedia

KPY Novapolis is a modern campus operating in the Kuopio area, that provides business and expert services to companies on three different campuses. The premises currently house 200 companies and communities. The facilities are also used by local educational institutions.

In the future, the Savilahti area will connect educational institutions and companies even more strongly, when the premises of many educational institutions, residential buildings and jobs are being built in the area. There are currently a total of about 20,000 actors in the Savilahti area such as Savonia University of Applied Sciences, the University of Eastern Finland, KPY Novapolis and numerous research centers and technology companies.

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ONLINE STORE

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.

KPY Novapolis tenants receive a -50% price advantage on campus media campaigns!



# KPY Novapolis

Media surfaces

## DIGITAL LED-BILLBOARDS

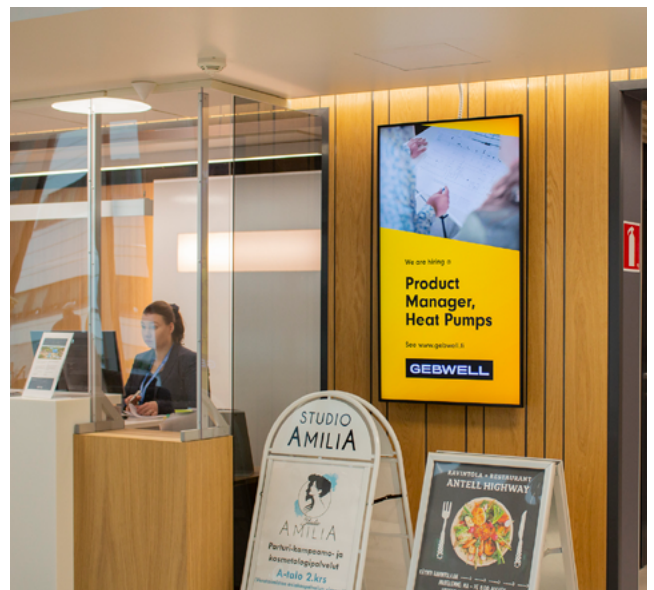
Stunning digital giant screens in the most prominent places on the Mikrokatu and Viestikatu campuses.

The 73 m2 giant screen on Mikrokatu can also be seen on the busy Savilahti road. You can purchase outdoor screens separately or combine indoor screens with visibility.



## DIGITAL PYLONS

Digital pylons are located in the busiest lobby areas of the three campuses, where companies are also informed about important things happening on campuses.



# KPY Novapolis

## Locations

Location	Indoor screen	Outdoor screen
Microkatu	12	1
Viestikatu	7	1
Lentokapteeni	1	
TOTAL	20	2

### MICROKATU CAMPUS AREA

The Microkatu campus is located in Savilahti, along a busy main road just opposite Kuopio's Prisma. The University of Eastern Finland, Savonia University of Applied Sciences and Savo Consortium for Education are located on the Microkatu campus together with more than 150 companies and communities.

### VIESTIKATU CAMPUS AREA

The Viestikatu campus is located close to the Microkatu campus and offers to companies customized space solutions as well as a "Novaoffice" community in the future, centered on a comfortable shared lounge.

### LENTOKAPTEENI CAMPUS AREA

Lentokapteeni's premises are located a 15-minute drive from the center of Kuopio, offering modern office solutions for companies that value good logistics connections. The campus is surrounded by a developing business area with significant energy companies, Kuopio Airport and the Karelian Air Force.

# Media prices

## KPY NOVAPOLIS - 22 screens - All locations and all screens

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	3 000 e	1 500 e	59 500	698 400
2 weeks	4 800 e	2 400 e	119 000	
4 weeks	8 400 e	4 200 e	238 000	
10 weeks	17 100 e	8 550 e	595 000	

## KPY NOVAPOLIS - 20 screens - Indoor screens

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	900 e	450 e	50 900	276 000
2 weeks	1 440 e	900 e	101 800	
4 weeks	2 520 e	1 800 e	203 600	
10 weeks	5 130 e	4 500 e	509 000	

## KPY NOVAPOLIS - 1 screen - Microkatu outdoor screen 73m<sup>2</sup>

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	2 050 e	1 025 e	4 500	388 000
2 weeks	3 280 e	1 640 e	9 000	
4 weeks	5 740 e	2 870 e	18 000	
10 weeks	11 685 e	5 843 e	45 000	

## KPY NOVAPOLIS - 1 screen - Viestikatu outdoor screen 10m<sup>2</sup>

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	400 e	200 e	4 100	34 400
2 weeks	640 e	320 e	8 200	
4 weeks	1 120 e	560 e	16 400	
10 weeks	2 280 e	1 140 e	41 000	

Loop lenght 70s.

Attaching and maintenance 125e / post.

Price advantage -50% for tenants. Example price for a 10 s spot.



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