



STOCKMANNINPORRAS

MEDIA CARD

City Digital

2023

STO

SNOW
CHALLENGE 2018

**KAUSIKORTTI
TALVI 18/19**

139,99€
(NORM. 540€)

TAVOITTEENA 9150 KPL
KAUSIKORTTIVARAUSTA 15.11.2018 MENNESSÄ.

WWW.SAPPEE.FI

SAPPEE



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 locations with 85 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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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 screens
Helsinki	Aimo Park Stockmann	15 pcs
	Aimo Park Erottaja	3 pcs
	Aimo Park Finlandia	5 pcs
Tampere	Tampere Theater	3 pcs
	Aimo Park Stockmann	4 pcs
	P-Hämppi	10 pcs
	P-Koskikeskus	3 pcs
	P-Plevna	1 pcs
	P-Frenckell	1 pcs
	AimoPark Nokia Areena	2 pcs
	Railway Station's tunnel	3 pcs
	Railway Station's square	1 pcs
Turku	Harald	1 pcs
	Aimo Park Louhi	7 pcs
Kuopio	Market square's parking hall	4 pcs
	Kuopio market place	1 pcs
	KPY Novapolis	11 pcs
	Karjalankatu	1 pcs
	Kellolahdentie	1 pcs
	Tasavallankatu	1 pcs
	Volttikatu	1 pcs
	Harald, Market square	1 pcs
Matkus	3 pcs	
Vantaa	Toyota Kaivoksela	2 pcs

OTC
8,1 mln.
 /week



City Digital

Media surfaces

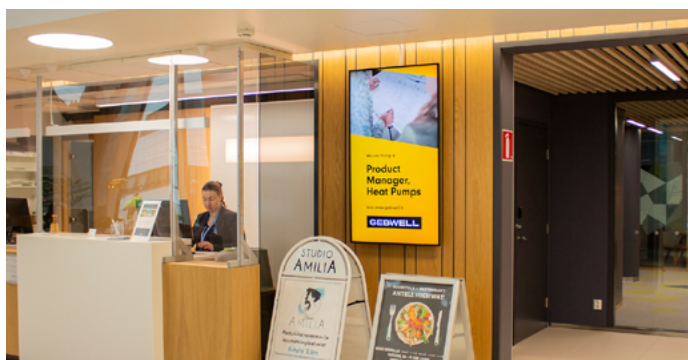
Digital LED billboards

Digital LED billboards place your brand effectively to reach customers in Finland's busiest shopping spots: Helsinki, Tampere, Turku and Kuopio. 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 AimoPark Erottaja, Finlandia and AimoPark 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	3 900 e	120 900	638 500
2 weeks	7 800 e	241 800	
4 weeks	15 600 e	483 600	
10 weeks	39 000 e	1 209 000	

VANTAA - 2 näyttöä - Toyota Kaivoksela

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	11 600	296 750
2 weeks	2 700 e	23 200	
4 weeks	5 400 e	46 400	
10 weeks	13 500 e	116 000	

TAMPERE - 29 digital screens - Tampere Theater, Railway station tunnel and square, Stockmann, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell, AimoPark Nokia Areena, Harald

Campaign period	10 s spot	Spots total	OTC
1 week	7 100 e	174 800	3 022 850
2 weeks	14 200 e	349 600	
4 weeks	28 400 e	699 200	
10 weeks	71 000 e	1 748 000	

TURKU - 11 digital screens - P-Louhi, Market Squares parking hall

Campaign period	10 s spot	Spots total	OTC
1 week	1 650 e	75 900	186 840
2 weeks	3 300 e	151 800	
4 weeks	6 600 e	303 600	
10 weeks	16 500 e	759 000	

KUOPIO - 20 digital screens - Market square, roadside screens, KPY Novapolis, Harald, Matkus

Campaign period	10 s spot	Spots total	OTC
1 week	8 100 e	77 000	4 000 620
2 weeks	16 200 e	154 000	
4 weeks	32 400 e	308 000	
10 weeks	81 000 e	770 000	

Loop length 70s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 190e / post.

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
Vantaa	Toyota Kaivoksela	2 pcs
Tampere	Railway Station's tunnel and square, Tampere Theater, Stockmann, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell, P-Nokia Areena, Harald	29 pcs
Turku	Aimo Park Louhi, Market Square's parking hall	11 pcs
Kuopio	Kuopio Market Square, Karjalankatu, Kellonlahdentie, Tasavallankatu, Volttikatu, KPY Novapolis, Harald, Matkus	20 pcs
TOTAL 85 screens		



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PRICES - THE WHOLE NETWORK

Campaign period	10 s spot	Spots total	OTC
1 week	19 900 e	460 200	8 145 560
2 weeks	39 800 e	920 400	
4 weeks	79 600 e	1 840 800	
10 weeks	199 000 e	4 602 000	

Spot length:

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

Attaching and maintenance 190e / post.

Media prices

City Digital Parking halls

City	Location	Digital screens
Helsinki	Food Market Herkku Stockmann, Aimo Park Erottaja, Aimo Park Finlandia	23 pcs
Vantaa	Toyota Kaivoksela	2 pcs
Tampere	Stockmann, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell, P-Nokia Areena	21 pcs
Kuopio	Roadside screens	4 pcs
Turku	Aimo Park Louhi, Markets square's parking hall	11 pcs
TOTAL 61 screens		



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PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	11 400 e	348 800	3 683 940
2 weeks	22 800 e	697 600	
4 weeks	45 600 e	1 395 200	
10 weeks	114 000 e	3 488 000	

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

Attaching and maintenance 190e / post.



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

