



STOCKMANNINPORRAS

STO

MEDIA CARD

City Digital

2023

SNOW
CHALLENGE 2018

**KAUSIKORTTI
TALVI 18/19**
139,99€
(NORM. 540€)

TAVOITTEENA 9150 KPL
KAUSIKORTTIVARAUSTA 15.11.2018 MIENNESSÄ.

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 17 locations with 119 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.

CONTENT Click directly on items

[Cities and locations](#)

[Media surfaces](#)

[Media prices - cities](#)

[City Digital Suomi - the whole network](#)

[City Digital Parking Halls](#)

ONLINE STORE

EMBEDDING BASES

MAP

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

Kaupunki	Digitaaliset pinnat
Helsinki	23 kpl
Iisalmi	1 kpl
Imatra	1 kpl
Juva	1 kpl
Jyväskylä	6 kpl
Äänekoski	2 kpl
Kemijärvi	2 kpl
Kuopio	33 kpl
Kuortti	1 kpl
Kuusamo	4 kpl
Lappeenranta	2 kpl
Mikkeli	1 kpl
Pyhäjärvi	1 kpl
Tampere	29 kpl
Turku	11 kpl
Vantaa	2 kpl
Varkaus	1 kpl



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-Hämpi, P-Koskikeskus, P-Plevna, P-Frenckell, AimoPark Nokia Arena, 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 - 33 digital screens - Market square, roadside screens, KPY Novapolis, Harald, Matkus, ABC Pitkälahti, Sokos

Campaign period	10 s spot	Spots total	OTC
1 week	10 400 e	113 780	4 066 100
2 weeks	20 800 e	227 560	
4 weeks	32 400 e	308 000	
10 weeks	104 000 e	1 137 800	

Loop length 70s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 225e / 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, Stockamnn, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell, P-Nokia Arena, 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	33 pcs
TOTAL 80 screens		



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PRICES - THE WHOLE NETWORK

Campaign period	10 s spot	Spots total	OTC
1 week	23 000 e	632 300	9 262 240
2 weeks	46 000 e	1 264 600	
4 weeks	92 000 e	2 529 200	
10 weeks	230 000 e	6 322 997	

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

Attaching and maintenance 225e / post.

Media prices

City Digital Parking halls

City	Location	Digital screens
Helsinki	Food Market Herkku Stockmann, Aimo Park Erottaja, Aimo Park Finlandia	23 kpl
Vantaa	Hämeenlinnan väylä	2 kpl
Tampere	Stockmann, P-Hämppi, P-Koskikeskus, P-Plevna, P-Frenckell, AimoPark Nokia Areena	21 kpl
Kuopio	ABC Pitkälahti, Karjalankatu, Kellonlahdentie, Tasavallankatu, Volttikatu	5 kpl
Varkaus	ABC Varkaus	1 kpl
Pyhäjärvi	ABC Pyhäjärvi	1 kpl
Mikkeli	ABC Pitkälampi Mikkeli	1 kpl
Lappeenranta	ABC Viipurinportti	1 kpl
Kuusamo	ABC Kuusamo	2 kpl
Kuortti	ABC Kuortti	1 kpl
Iisalmi	ABC Marjahaka	1 kpl
Juva	ABC Juva	1 kpl
Imatra	ABC Imatra	1 kpl
Vaajakoski	ABC Vaajakoski	2 kpl
Keljonkangas	ABC Keljonkangas	1 kpl
Palokka	ABC Palokka	1 kpl
Hirvaskangas	ABC Hirvaskangas	2 kpl
Kemijärvi	ABC Kemijärvi	2 kpl
Turku	Aimo Park Louhi, Toriparkki	11 kpl



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

Attaching and maintenance 225e / post.



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www.mediateko.fi

SNOW CHALLENGE

KAUSSIKOR
TALVI 18/
139,99
(NORM

TAVOITTEENA 5150 KPL
KAMPAUKSI LÖYDÄMÄÄN 15.11.2018

MINN.SAPPE
SAPPEE