

MEDIA CARD

Golfmedia

2023



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 49 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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MATERIAL INSTRUCTIONS

MAP

EMBEDDING BASES

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 15 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 45 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 protects golfers and you can 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	20	54 000	8 208	
	10	31 200	4 644	
	5	17 400	2 538	
	1	3 750	529	
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)	25 20 10 5 1	27 195 23 975 13 700 7 200 1 600	<u>150 x 75 cm</u>	<u>70 x 100 cm</u>
			3 294	864
			2 916	756
			1 620	378
			896	227
211	54			
RANGE DISTANCE MARKERS 100 x 150 cm (sells in 4 board set)	20 4	15 525 3 335	6372	
			1 350	
RANGE DIVIDERS 100 x 40 cm	100 50 10	21 600 11 400 2 520	5 184	
			2 700	
			594	
GOLF BALL WASHER	9 18	2 400 3 840	360	
			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)				
			14 040	
			12 420	
			7 290	
			3 694	
			778	

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

Local series

Location	Outside screen	Inside screen	Price/week	Price/week	OTC/week
Golf Digital Finland (all screens)	16	40	5 350 e	42 800 e	989 321
Mid & East Finland	4	4	2 100 e	16 800 e	95 672
Häme	3	5	2 000 e	16 000 e	120 127
The West Coast	1	7	1 600 e	12 800 e	144 327
Lapland and Northern Finland	3	0	1 150 e	9 200 e	57 167
Capital Area and South Finland	5	24	3 000 e	24 000 e	572 028

Individual screens

	week	2 weeks	4 weeks	whole season
Inside screens / screen	210	378	630	1 680
Outside screens / screen	460	828	1 380	3 680

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

OTC/week/all courses

989 321

Screens

62

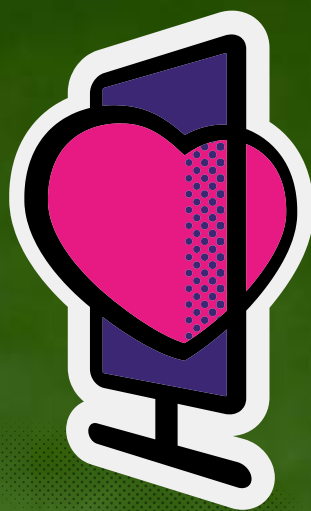
Golf digital loop 240s. Attaching and maintenance 190e / post.

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

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

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

GOLF CENTER	MEGA BILLBOARD	CLUB BOARD	EUROSIZED BOARD	RANGE DISTANCE MARKERS	RANGE DIVIDERS	PUTTING AREA	DIGITAL OUTSIDE INSIDE	
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
MERITEUJO 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	1	
MID & EAST FINLAND								
IMATRAN GOLF, Imatra	x	x	x					3
VIIPURIN GOLF, Lappeenranta								
KARELIAGOLF, Joensuu	x	x	x		x	x		
KATINKULTA GOLF, Sotkamo	x			x	x	x	1	6
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, Nilsia	x	x	x	x	x	x	1	
TAHKO NEW COURSE, Nilsia	x	x	x	x	x	x	1	
TARINA GOLF, Siilinjärvi	x	x	x	x	x	x	1	
HÄME								
KANAVA GOLF, Vääsäy								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	1	2
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								2
GUMBÖLE GOLF, Espoo								2
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	x		x					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								1
PALOHEINÄ GOLF, Helsinki		x		x	x	x	1	
PEURAMAA GOLF, Kirkkonummi	x	x		x	x	x	1	2
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						2
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							



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