

MEDIA CARD

Railway Stations

2023

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PYSY TERÄSSÄ

MEDIATEKO

MEDIATEKO

Railway station advertising

Railway station advertising is completely new digital network without any advertising restrictions that reaches all train passengers at Finland's busiest railway stations. The screens are located on the main routes, always towards traffic flows so that they effectively reach all train passengers.

You have a set of 30 different stations with a total of 92 digital screens. You can target your message regionally or make a nationwide takeover. [haltuunoton](#).

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Railway stations

Cities and locations

City	Location	Digital surfaces
Helsinki	Central railway station	8 pcs
	Pasila	20 pcs
	Malmi	2 pcs
	Huopalahti	2 pcs
Vantaa	Tikkurila	6 pcs
	Leppävaara	6 pcs
Espoo	Espeen keskus	2 pcs
Kirkkonummi		1 pcs
Kauniainen		1 pcs
Kerava		3 pcs
Järvenpää		2 pcs
Hyvinkää		2 pcs
Hämeenlinna		2 pcs
Turku	Turku railway station	2 pcs
Tampere	Tampere railway station	6 pcs
	Tesoma	1 pcs
Lahti		4 pcs
Kouvola		3 pcs
Pori		1 pcs
Jyväskylä		2 pcs
Pieksämäki		1 pcs
Kuopio		2 pcs
Joensuu		1 pcs
Lappeenranta		2 pcs
Seinäjoki		2 pcs
Vaasa		2 pcs
Kajaani		1 pcs
Oulu		3 pcs
Rovaniemi		1 pcs
TOTAL		92 SURFACES

OTC
25
million
/week



Media prices

Cities

HELSINKI - 32 digital screens - Central Railway Station, Pasila, Malmi, Huopalahti

Campaign period	10 s spot	Spots total	OTC
1 week	28 000 e	259 200 pcs	18 214 231
2 weeks	56 000 e	518 400 pcs	
4 weeks	112 000 e	1 036 800 pcs	
10 weeks	280 000 e	2 592 000 pcs	

VANTAA - 6 digital screens - Tikkurila

Campaign period	10 s spot	Spots total	OTC
1 week	4 500 e	43 200 pcs	1 744 834
2 weeks	9 000 e	86 400 pcs	
4 weeks	18 000 e	172 800 pcs	
10 weeks	45 000 e	432 000 pcs	

ESPOO - 8 digital screens - Leppävaara, Espoo Center

Campaign period	10 s spot	Spot total	OTC
1 week	5 800 e	57 600 pcs	1 963 073
2 weeks	11 600 e	115 200 pcs	
4 weeks	23 200 e	230 400 pcs	
10 weeks	58 000 e	576 000 pcs	

KIRKKONUMMI - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	7 200 pcs	55 787
2 weeks	2 700 e	14 400 pcs	
4 weeks	5 400 e	28 800 pcs	
10 weeks	13 500 e	72 000 pcs	

KAUNIAINEN - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	7 200 pcs	68 033
2 weeks	2 700 e	14 400 pcs	
4 weeks	5 400 e	28 800 pcs	
10 weeks	13 500 e	72 000 pcs	

Loop length 70 s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 190e / post.

KERAVA - 3 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	2 700 e	21 600 pcs	482 964
2 weeks	5 400 e	43 200 pcs	
4 weeks	10 800 e	86 400 pcs	
10 weeks	27 000 e	216 000 pcs	

JÄRVENPÄÄ - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 600 e	14 400 pcs	225 000
2 weeks	3 200 e	28 800 pcs	
4 weeks	4 600 e	57 600 pcs	
10 weeks	16 000 e	144 000 pcs	

HYVINKÄÄ - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 600 e	14 400 pcs	225 000
2 weeks	3 200 e	28 800 pcs	
4 weeks	4 600 e	57 600 pcs	
10 weeks	16 000 e	144 000 pcs	

HÄMEENLINNA - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 050 e	14 400 pcs	56 500
2 weeks	2 100 e	28 800 pcs	
4 weeks	4 200 e	57 600 pcs	
10 weeks	10 500 e	144 000 pcs	

TAMPERE - 8 digital screens - Railway Station, Tesoma

Campaign period	10 s spot	Spots total	OTC
1 week	2 800 e	50 400 pcs	834 550
2 weeks	5 600 e	100 800 pcs	
4 weeks	11 200 e	201 600 pcs	
10 weeks	28 000 e	504 000 pcs	

Loop length 70 s.

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

Attaching and maintenance 190e / post.

TURKU - 2 digital screens - Railway Stations, Kupittaa

Campaign period	10 s spot	Spots total	OTC
1 week	2 700 e	28 800 pcs	330 000
2 weeks	5 400 e	57 600 pcs	
4 weeks	10 800 e	115 200 pcs	
10 weeks	27 000 e	288 000 pcs	

LAHTI - 4 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 600 e	28 800 pcs	228 750
2 weeks	3 200 e	57 600 pcs	
4 weeks	6 400 e	115 200 pcs	
10 weeks	16 000 e	288 000 pcs	

KOUVOLA - 3 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	21 600 pcs	123 750
2 weeks	2 700 e	43 200 pcs	
4 weeks	5 400 e	86 400 pcs	
10 weeks	13 500 e	516 000 pcs	

PORI - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	600 e	7 200 pcs	28 000
2 weeks	1 200 e	14 400 pcs	
4 weeks	2 400 e	28 800 pcs	
10 weeks	6 000 e	72 000 pcs	

JYVÄSKYLÄ - 4 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 500 e	28 800 pcs	158 475
2 weeks	3 000 e	57 600 pcs	
4 weeks	6 000 e	115 200 pcs	
10 weeks	15 000 e	288 000 pcs	

Loop length 70 s.

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

Attaching and maintenance 190e / post.

PIEKSÄMÄKI - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	600 e	7 200 pcs	28 600
2 weeks	1 200 e	14 400 pcs	
4 weeks	2 400 e	28 800 pcs	
10 weeks	6 000 e	72 000 pcs	

KUOPIO - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	14 400 pcs	125 625
2 weeks	2 700 e	28 800 pcs	
4 weeks	5 400 e	57 600 pcs	
10 weeks	13 500 e	144 000 pcs	

JOENSUU - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	7 200 pcs	76 500
2 weeks	2 700 e	14 400 pcs	
4 weeks	5 400 e	28 800 pcs	
10 weeks	13 500 e	72 000 pcs	

LAPPEENRANTA - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	14 400 pcs	71 200
2 weeks	2 700 e	28 800 pcs	
4 weeks	5 400 e	57 600 pcs	
10 weeks	13 500 e	144 000 pcs	

Loop length 70 s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 190e / post.

VAASA - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 350 e	14 400 pcs	71 850
2 weeks	2 700 e	28 800 pcs	
4 weeks	5 400 e	57 600 pcs	
10 weeks	13 500 e	144 000 pcs	

SEINÄJOKI - 2 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 600 e	14 400 pcs	202 500
2 weeks	3 200 e	28 800 pcs	
4 weeks	6 400 e	57 600 pcs	
10 weeks	16 000 e	144 000 pcs	

KAJAANI - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	600 e	7 200 pcs	24 000
2 weeks	1 200 e	14 400 pcs	
4 weeks	2 400 e	28 800 pcs	
10 weeks	6 000 e	72 000 pcs	

OULU - 3 digital screens

Campaign period	10 s spot	Spots total	OTC
1 week	1 600 e	21 600 pcs	227 850
2 weeks	3 200 e	43 200 pcs	
4 weeks	6 400 e	86 400 pcs	
10 weeks	16 000 e	216 000 pcs	

ROVANIEMI - 1 digital screen

Campaign period	10 s spot	Spots total	OTC
1 week	950 e	7 200 pcs	50 500
2 weeks	1 900 e	14 400 pcs	
4 weeks	3 800 e	28 800 pcs	
10 weeks	9 500 e	72 000 pcs	

Loop length 70 s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 190e / post.

Media prices

Railway stations - the whole network

City	Location	Digital screens	OTC
Helsinki	Central Railway Station	12 pcs	12 272 876
	Pasila	20 pcs	4 698 960
	Malmi	2 pcs	701 204
Vantaa	Huopalahti	2 pcs	541 191
	Tikkurila	6 pcs	1 744 834
Espoo	Leppävaara	6 pcs	1 637 412
	Espoo Center	2 pcs	325 661
	Kirkkonummi	1 pcs	55 787
	Kauniainen	1 pcs	68 033
	Kerava	3 pcs	482 964
	Järvenpää	2 pcs	225 000
	Hyvinkää	2 pcs	225 000
	Hämeenlinna	3 pcs	56 500
Turku	Railway Station	2 pcs	145 000
	Kupittaa	2 pcs	185 000
Tampere	Railway Station	6 pcs	821 250
	Tesoma	1 pcs	13 300
	Lahti	4 pcs	228 750
	Jyväskylä	4 pcs	158 475
	Kuopio	2 pcs	125 625
	Pieksämäki	1 pcs	28 600
	Joensuu	1 pcs	76 500
	Lappeenranta	2 pcs	71 200
	Kouvola	3 pcs	123 750
	Pori	1 pcs	28 000
	Seinäjoki	2 pcs	202 500
	Vaasa	2 pcs	71 850
	Kajaani	1 pcs	24 000
	Oulu	3 pcs	227 850
	Rovaniemi	1 pcs	50 500
TOTAL		99 screens	25 617 572



PRICES - THE WHOLE NETWORK

Campaign period	10 s spot	Spots total	OTC
1 week	55 500 e	712 800 pcs	25 617 572
2 weeks	111 000 e	1 425 000 pcs	
4 weeks	222 000 e	2 851 200 pcs	
10 weeks	555 000 e	7 128 000 pcs	

Loop length 70 s.

Spot length:

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

Attaching and maintenance 190e / post.

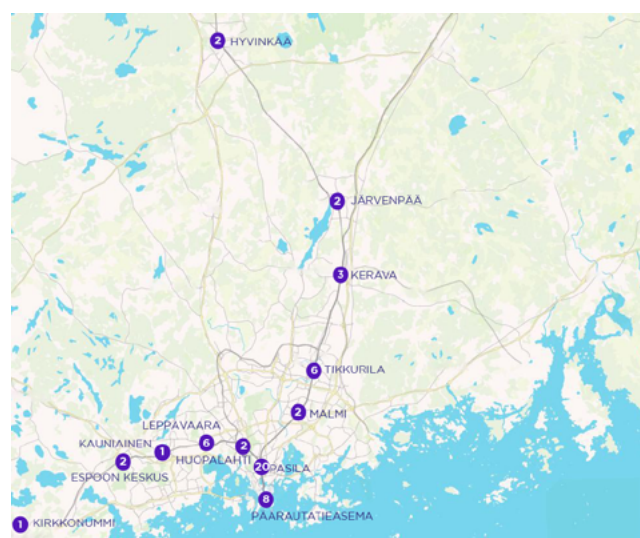
Media prices

Railway stations - the metropolitan area

City	Location	Digital screens	OTC
Helsinki	Central Railway Station	12 pcs	12 272 876
	Pasila	20 pcs	4 698 960
	Malmi	2 pcs	701 204
	Huopalahti	2 pcs	541 191
Vantaa	Tikkurila	6 pcs	1 744 834
Espoo	Leppävaara	6 pcs	1 637 412
	Espoon keskus	2 pcs	325 661
	Kirkkonummi	1 pcs	55 787
	Kauniainen	1 pcs	68 033
	Kerava	3 pcs	482 964
	Järvenpää	2 pcs	225 000
	Hyvinkää	2 pcs	225 000
TOTAL		59 screens	22 978 922

PRICES - THE METROPOLITAN AREA

Campaign period	10 s spot	Spots total	OTC
1 week	41 750 e	403 200 pcs	22 978 922
2 weeks	83 500 e	806 400 pcs	
4 weeks	167 000 e	1 612 800 pcs	
10 weeks	417 500 e	4 032 000 pcs	



Loop length 70 s.

Spot length:

5 s, multiplier 0,85

20 s, multiplier 2

Attaching and maintenance 190e / post.



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