

MEDIA CARD

Shopper Digital

2023



MEDIA  **TEKO**

Shopper Digital

Our comprehensive, digital network is located in the immediate vicinity of grocery stores and gas stations. Our network reaches the consumers with purchasing power. Choose your preferences from 19 locations with 87 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.

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Cities and locations

Media surfaces

Media prices - cities

Shopper Digital - the whole network

Shopper Digital - grocery stores

Shopper Digital - ABC service stations

ONLINE STORE

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.

Shopper Digital

Cities and locations

City	Location	Digital surfaces
Osuuskauppa PeeÄssä	Kuopio, Iisalmi, Varkaus	21 kpl
Osuuskauppa Eekoo	Imatra, Lappeenranta	22 kpl
Osuuskauppa Keskimaa	Jyväskylä	12 kpl
Osuuskauppa Suur-Savo	Mikkeli, Savonlinna, Juva, Kuortti	6 kpl
Osuuskauppa Koillismaa	Kuusamo, Savukoski, Käylä, Salla, Kemijärvi, Taivalkoski, Posio	26 kpl



Shopper Digital

Media surfaces

Digital LED-billboards

Digital LED-billboards in supermarkets and close to shopping malls in Kuopio, Jyväskylä, Savonlinna and Mikkeli. LED-billboards are located in the immediate vicinity of the entrances and parking lots.



Digital pylons

Digital pylons in supermarkets and gas stations in Kuopio, Iisalmi, Varkaus, Mikkeli, Savonlinna, Juva and Pertunmaa. Pylons are located near the entrances and inside the shops.



Media prices

Cities

KUOPIO - 16 digital screens - Prisma, Sokos, S-Market Ykkösrasti

Campaign period	10 s spot	Spots total	OTC
1 week	4 850 e	92 514	964 900
2 weeks	9 700 e	185 028	
4 weeks	19 400 e	370 056	
10 weeks	48 500 e	925 140	

JYVÄSKYLÄ - 12 digital screens - Prisma Seppälä, Prisma Palokka, Prisma Keljo, Sale Keljonkangas

Campaign period	10 s spot	Spots total	OTC
1 week	4 000 e	68 700	1 013 100
2 weeks	11 800 e	218 120	
4 weeks	23 600 e	436 240	
10 weeks	59 000 e	1 090 600	

IISALMI - 2 digital screens - Prisma

Campaign period	10 s spot	Spots total	OTC
1 week	1 100e	10 491	209 100
2 weeks	2 200 e	20 982	
4 weeks	4 400 e	41 964	
10 weeks	1100 e	104 910	

VARKAUS - 3 digital screens - Prisma

Campaign period	10 s spot	Spots total	OTC
1 week	1 100 e	16 971	185 100
2 weeks	2 200 e	33 942	
4 weeks	4 400 e	67 884	
10 weeks	7 700 e	188 797	

Loop lenght 70s.

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

Attaching and maintenance 225 e / post.

Media prices

Cities

LAPPEENRANTA - 14 digital screens - Prisma, S-Market Myllykeskus, S-Market Pallo, S-Market Sammonlahti, Sale Viipurinportti

Campaign period	10 s spot	Spots total	OTC
1 week	4 600 e	88 920	823 900
2 weeks	9 200 e	177 840	
4 weeks	18 400 e	355 680	
10 weeks	32 200 e	889 200	

IMATRA - 8 digital screens - Prisma

Campaign period	10 s spot	Spots total	OTC
1 week	2 200 e	48 960	325 500
2 weeks	4 400 e	97 920	
4 weeks	8 800 e	195 840	
10 weeks	22 000 e	489 600	

MIKKELI - 2 digital screens - Prisma

Campaign period	10 s spot	Spots total	OTC
1 week	1 100 e	11 211	210 700
2 weeks	2 200 e	22 422	
4 weeks	4 400 e	44 844	
10 weeks	11 000 e	78 477	

SAVONLINNA - 2 digital screens - Prisma

Campaign period	10 s spot	Spots total	OTC
1 week	1 000 e	11 211	183 900
2 weeks	2 000 e	22 422	
4 weeks	4 000 e	44 844	
10 weeks	10 000 e	112 110	

Loop lenght 70s.

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

Attaching and maintenance 225 e / post.

Media prices

Cities

JUVA - 1 digital screen - Sale Juva

Campaign period	10 s spot	Spots total	OTC
1 week	850 e	8 640	62 400
2 weeks	1 700 e	17 280	
4 weeks	3 400 e	34 560	
10 weeks	8 500 e	86 400	

KUORTTI - 1 digital screen - Sale Kuortti

Campaign period	10 s spot	Spots total	OTC
1 week	850 e	8 640	97 600
2 weeks	1 700 e	17 280	
4 weeks	3 400 e	34 560	
10 weeks	8 500 e	86 400	

Loop lenght 70s.

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

Attaching and maintenance 225 e / post.

Media prices

Cities

KOILLISMAA All indoor digital screen- 26 näyttöä

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	3 600 e	105 680	477 800
2 vkoa	7 200 e	211 360	
4 vkoa	14 400 e	422 720	
10 vkoa	36 000 e	1 056 800	

KUUSAMO - 10 digital screen - Prisma, Sale Kuusamo, Sale Ruka

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	850	41 190	163 350
2 vkoa	1 700	82 380	
4 vkoa	3 400	164 760	
10 vkoa	8 500	411 900	

SAVUKOSKI - 1 digital screen - Sale Savukoski

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	350	3 240	12 900
2 vkoa	700	6 480	
4 vkoa	1 400	12 960	
10 vkoa	3 500	32 400	

KEMIJÄRVI - 3 digital screen - S-Market Uitto

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	500	12 350	57 950
2 vkoa	1 000	24 700	
4 vkoa	2 000	49 400	
10 vkoa	5 000	123 500	

Loop lenght 70s.

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

Attaching and maintenance 225 e / post.

SALLA - 3 näyttöä - S-Market Erätuli

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	500	12 350	56 750
2 vkoa	1 100	24 700	
4 vkoa	2 000	49 400	
10 vkoa	5 000	123 500	

TAIVALKOSKI - 3 näyttöä - S-Market Joki-Jussi

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	500	12 350	51 800
2 vkoa	1 100	24 700	
4 vkoa	2 000	49 400	
10 vkoa	5 000	123 500	

POSIO - 3 näyttöä - S-Market Ahola

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	400	12 350	40 000
2 vkoa	800	24 700	
4 vkoa	1 600	49 400	
10 vkoa	4 000	123 500	

KÄYLÄ - 1 näyttö - Sale Käylä

Kampanja-aika	10 s spotti	Spottimäärä	OTC
1 vko	200	3 380	5 650
2 vkoa	400	6 760	
4 vkoa	800	13 520	
10 vkoa	2 000	33 800	

Luupin pituus 70s.

Spottipituus / hintakerroin:

5 s, kerroin 0,85

20 s, kerroin 2

Aineiston tarkastus ja vienti järjestelmään 225e / kerta.

Media prices

Shopper Digital - the whole network

Paikkakunta	Sijainti	Näytöt
Osuuskauppa PeeÄssä	Kuopio, Iisalmi, Varkaus	21 kpl
Osuuskauppa Eekoo	Imatra, Lappeenranta	22 kpl
Osuuskauppa Keskimaa	Jyväskylä	12 kpl
Osuuskauppa Suur-Savo	Mikkeli, Savonlinna, Juva, Kuortti	6 kpl
Osuuskauppa Koillismaa	Kuusamo, Savukoski, Käylä, Salla, Kemijärvi, Taivalkoski, Posio	26 kpl
	YHTEENSÄ	87 kpl

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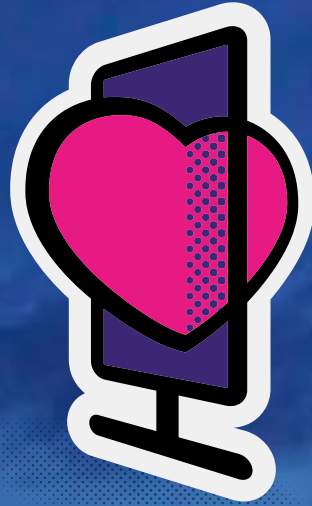
PRICES

Campaign period	10 s spot	Spots total	OTC
1 week	16 000 e	471 940	4 524 800
2 weeks	32 000 e	943 880	
4 weeks	64 000 e	1 887 760	
10 weeks	160 000 e	4 719 400	

Loop lenght 70s.

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

Attaching and maintenance 225 e / post.



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