

MEDIA CARD

Ski Centers

2022-2023



MEDIA  **TEKO**

Media surfaces

SKI LIFT TRACK BOARDS 150x75 cm

Make your brand memorable and tell your uplifting story on ski lift track. Track board advertising has excellent attention value. Take the advantage of repeated exposure and getting close to the consumer. Outstanding and versatile media surface which can be creatively used to leave a lasting impression.



SKI RACKS 150x75 cm double-sided

Have your brand in the center of the attention. Reach the skiers and other resort visitors in the busiest places of the ski resorts. Influence the consumers ready to make purchase decisions in the proximity of restaurants, rental and ski shops.



ILLUMINATED EUROSIZED BOARDS 120x180 cm

Effective media surface reaching ski resort customers in multiple locations: ski lift stations, restaurants, ticket offices, bus stops and along the passageways from car park to ski lifts.



Media surfaces

SKI LIFT ENTRY GATE 455x610 mm
(different sizes)

Reach out touch the consumers with your brand. Use this unstoppable opportunity for a personal contact and share your message at the entry gate. (The combination of ski lift entry gate and track board advertising will guarantee the unbeatable attention value for your brand!)



MEGA BILLBOARD 854x275 cm

Spectacular eye catchers of the ski resorts.
Maximize brand visibility with Mega billboards throughout the season.



CHAIR LIFT ADVERTISING

Get the full attention of the skiers on the lift ride. Use this exquisite opportunity to share your message in the relaxed atmosphere and make the most of the time together during the ride.



Media surfaces

GONDOLAS

Levi and Ylläs

Branding gondolas is the ultimate choice to maximize your visibility during the whole season! The 7 minute ride will guarantee your brand a good time spend together with skiers.



SPECIAL MEDIA SOLUTIONS AND DOMINANCE

Build your brand BIG and target your audience with special solutions. With us you can dominate the resorts or create innovative campaigns for different target groups. Execute memorable campaigns in the special areas of the resorts like Ski parks, kids area and halfpipes. Contact sales for more information.



SKI DIGITAL

Use digital billboards to reach the affluent consumers in the most visited and established ski resorts. The digital billboards are located in the busiest areas of the resorts. Have your campaign throughout the season or target your marketing for high seasons.



SKI DIGITAL PYLON

The digital pylons are located in the busiest areas of the resorts targeting. The new network is a year-round network! Have your campaign throughout the season or target your marketing for high seasons.



Media prices

Combine Ski Centers, sets and singular media surfaces to your advertising need!

SINGULAR MEDIA SURFACES AND SMALLER SETS	Surface pcs.	Media price / season	Production and installation
Euro board, illuminated 120x180 cm	1	2 800	129
	3	7 500	387
	10	20 000	990
	20	35 000	1 650
Ski lift track boards, 150x75 cm	2	3 400	310
	3	4 650	454
	9	12 700	1 080
	12	15 150	1 361
	15	17 050	1 620
	21	22 225	2 041
	30	30 005	2 479
Mega billboard, 854x275 cm	1	3 800	1 026
	3	10 600	2 916
	10	32 500	7 452
	20	56 000	12 960
Ski racks 150x75 cm, (double-sided)	1/2	2 000	211
	3/6	5 800	583
	10/20	18 000	1 728
	20/40	33 800	3 024
Ski lift entry gate, 455x610 mm (different sizes)	1	750	43
	3	2 100	129
	10	6 800	352
	20	13 300	649
Track boards 150x75 cm (double-sided)	1/2	2 000	195
	3/6	5 700	540
	10/20	18 500	1 600
	20/40	33 000	2 800

Media prices

Combine Ski Centers, sets and singular media surfaces to your advertising need!

Express-chair lift	Chairs pcs.	Media price	Production and installation
Ruka, Pyhä, Levi	4 pcs.	10 000	1 175
	6 pcs.	13 500	1 763
	12 pcs.	20 250	3 450
	20 pcs.	28 350	5 125
	30 pcs.	36 855	6 530
	40 pcs.	46 050	9 250
	60 pcs.	57 550	13 250
Chair lift (back rest / hood)	Chairs pcs.	Media price 160x40cm	Production 160x40cm
	4	6 000	500
	6	8 100	750
	12	12 150	1 440
	20	17 010	2 300
	30	22 115	3 300
	40	27 600	4 200
	60	34 490	6 000
Gondolas	Amount pcs.	Media price	
	1	6 000	850
	4	22 000	3 200
	10	44 000	7 500

Media surfaces: 3 windows, base, 2 ski racks, inner window tapeing 80x20cm.

Dominations	1 resort	3 resorts	4 resorts	Production, installation and maintenance / resort
Domination of Children's land	15 000	41 000	54 000	2 550 (estimate)
Park domination	15 000	41 000	54 000	2 550 (estimate)

*Dominances include: Box banners (5 pcs), Ski lift track boards (3 pcs), ski racks (2 pcs), mega billboard (1 pcs), naming the are according to the customer, visibility in the area's communications (elements may vary from

Aktive vacation -packet	Amount pcs.	Media price	Production and installation
Ski lift track boards + ski racks, 32 surfaces	12 + 10	27 700	2 570
Ski lift track boards + ski racks, 61 surfaces	21 + 20	46 000	4 355

Prices 0% VAT. All prices are subject to change without notice. Terms of sale: www.mediateko.fi

Media prices

SKI DIGITAL (10s spot, 240s loop)

Ski Digital / digital screen	Media price / screen	OTC / week / all ski centers
1 week Season	600	4 554 000
1 week High Season (weeks: 52-53, 1, ,8-10, 15-16)	1 000	
Whole Season	7 830	
Ski Digital / the whole network		
1 week Season	5 400	
1 week High Season	9 000	
Whole Season	64 600	
Screens / Campaign period	Price 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	6,1	
12. screens / weeks	6,4	
13. screens / weeks	6,7	
14. screens / weeks	7	
15. screens / weeks	7,3	
15-17 screens / weeks	7,6	
18-19 screens / weeks	8,2	
20-21 screens / weeks	8,8	
over 21. screens / weeks	9,2	



Example:

2 screens, 3 week campaign in high season

Basic price: 1 000e / week / screen

Price multiplier for screens: $1,8 \times 1\,000e = 1\,800e$ (week price for 2 screens)

Price multiplier for week: $2,5 \times 1\,800e = 4\,500e$

Price without tax: 4 500e / 2 screens, three week campaign in high season

Prices 0% VAT. All prices are subject to change without notice.

Attaching and maintenance 225e / post. Terms of sale: www.mediateko.fi

Media prices

SKI DIGITAL- PYLONS (10s spot, 240s loop)

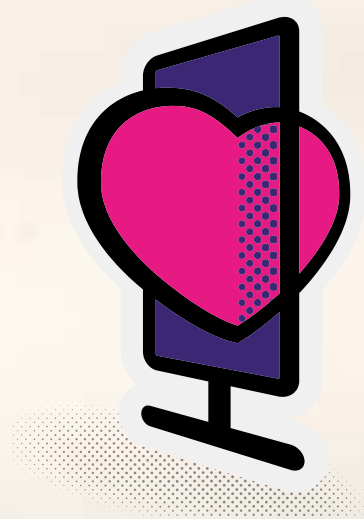
Ski Resort	Screens /pcs	Media price / week / quiet season	Media price / week / high season	Media price / whole season
Ylläs	3	500	1 100	5 600
Ruka	10	1 800	4 100	21 300
Levi	30	2 400	5 300	27 600
Tahko	23	1 700	3 800	19 900
Messilä	1	350	750	3 900
Salla	2	250	550	2 800
Pyhä	4	600	1 300	6 800
Laajavuori	2	400	900	4 600
Sappee	4	900	2 000	10 200
Himos	2	600	1 300	6 800
Vuokatti	2	500	1 100	5 700
Kasurila	2	400	900	4 600
YHTEENSÄ	85	6 280	13 960	73 320



THE WHOLE SKI DIGITAL NETWORK- PYLONS + LED (10s spot, 240s loop)

Ski Resort	Screens/pcs	Media price / week / quiet season	Media price / week / high season	Media price / whole season
All resorts and screens	85	6 280	13 960	73 320

Prices 0% VAT. All prices are subject to change without notice.
Terms of sale: www.mediateko.fi



Kirkkokatu 1, 70100 KUOPIO
Höyläämötie 14, 00380 HELSINKI
www.mediateko.fi

MEDIA  **TEKO**