

MEDIA CARD

Ski Resorts



Picture: Levi, Harri Lindfors

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 LIFTS

Get the full attention of 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, RUKA 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 LED

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

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

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, Ylläs and Tahko	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 taping 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)

*Dominations 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 center to center)

Active vacation -combo	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

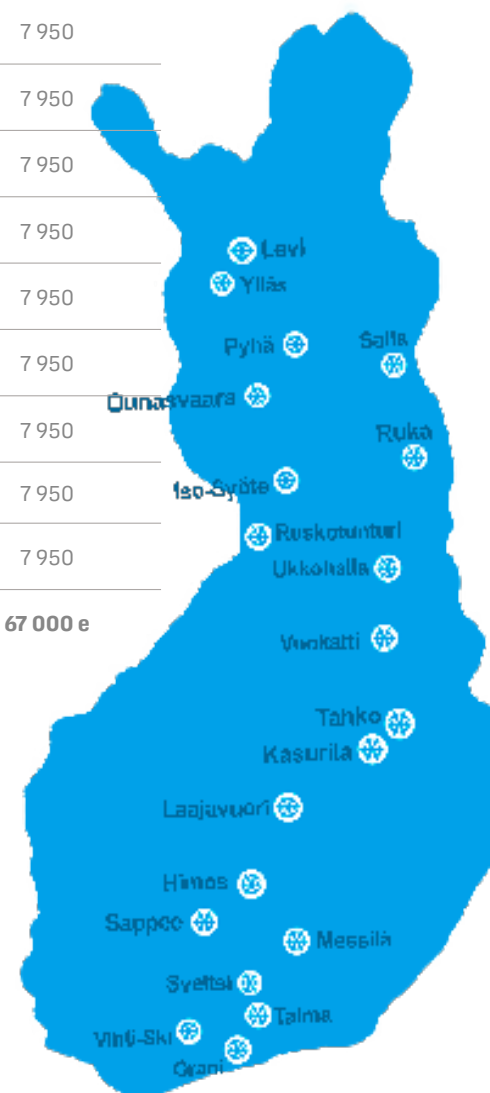
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Media prices

SKI DIGITAL LED-screens (10s spot, 240s loop)

Ski resort	Amount of screens	Media price / week	Media price / high season week	Media price / whole season
Kasurila	1	650	1 100	7 950
Vihti ski	1	650	1 100	7 950
Ukkohalla	1	650	1 100	7 950
Talma ski	1	650	1 100	7 950
Ruskotunturi	1	650	1 100	7 950
Sveitsi	1	650	1 100	7 950
Grani	1	650	1 100	7 950
Ruka	4	1 900	3 100	19 300
Levi	5	2 300	3 600	21 300
Tahko	4	1 900	3 100	19 300
Messilä	1	650	1 100	7 950
Salla	1	650	1 100	7 950
Pyhä	1	650	1 100	7 950
Ylläs	1	650	1 100	7 950
Sappee	1	650	1 100	7 950
Himos	1	650	1 100	7 950
Vuokatti	1	650	1 100	7 950
Ounasvaara	1	650	1 100	7 950
Iso-Syöte	1	650	1 100	7 950
SUM	29 pcs	5 900 e	9 700 e	67 000 e

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 Attaching and maintenance 320e / post.
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Media prices

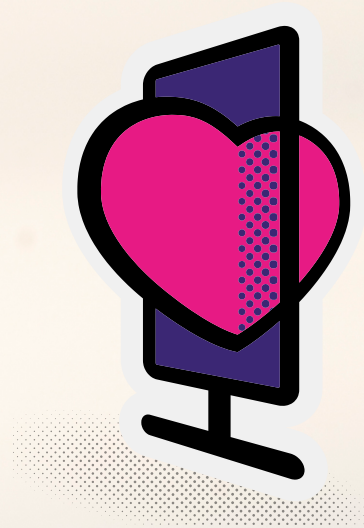
SKI DIGITAL- PYLONS (10s spot, 240s loop)

Ski resort	Amount of surfaces	Media price / week	Media price / high season week	Media price / whole season
Ylläs	7	900	1 900	8 500
Ruka	10	1 900	4 200	21 600
Levi	30	2 500	5 400	28 000
Tahko	25	1 800	3 900	20 200
Messilä	1	400	800	4 000
Salla	2	300	600	2 900
Pyhä	4	700	1 400	6 900
Laajavuori	2	500	1 000	4 700
Sappee	4	1 000	2 000	10 400
Himos	3	700	1 400	6 900
Vuokatti	2	600	1 200	5 800
Kasurila	2	500	1 000	4 700
Ounasvaara	1	250	500	2 500
SUM	93 pcs	6 700 e	14 600 e	76 700 e

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

Ski resort	Amount of surfaces	Media price / week	Media price / high season week	Media price / whole season
Ski digital LED-screens	29 pcs	5 900 e	9 700 e	67 000 e
Ski digital pylon	93 pcs	6 700 e	14 600 e	76 700 e
SUM	122 pcs	11 700 e	24 400 e	121 000 e

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Viestikatu 7, 70600 KUOPIO
Höyläämötie 14, 00380 HELSINKI
www.mediateko.fi

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