



Rate card 2018

€/CPM (CPM= Cost Per Mille, i.e. per 1,000 advertising views)

Ad formats	Basic rate	RichMedia +15%	Data Refinery* +35%	Re-targeting +10%	Targeting** +20%	100% view.*** +20%	CPC****
Parade 980x400	32,00 €	36,80 €	43,20 €	35,20 €	38,40 €	38,40 €	-
Parade + wallpaper	38,00 €	43,70 €	51,30 €	41,80 €	45,60 €	45,60 €	-
Large/double rectangle 468x400–600	10,00 €	11,50 €	13,50 €	11,00 €	12,00 €	12,00 €	from 0,50
Billboard 140–160x600	7,00 €	8,05 €	9,45 €	7,70 €	8,40 €	8,40 €	from 0,50
Panorama 980x120	10,00 €	11,50 €	13,50 €	11,00 €	12,00 €	12,00 €	from 0,50
Mobile 300x300–150	22,00 €	25,30 €	29,70 €	24,20 €	26,40 €	26,40 €	from 0,50

*Personally tailored or preset target group. **One targeting, including one of the following: targeting by age, sex, region or income level. *** 100% view. = 100% viewability, i.e. invoicing when the ad is displayed on the screen.

**** CPC = cost per click, only paid for clicks that are realised. CPC from EUR 0,50 (we recommend EUR 0,80), the materials must guide towards clicking. Pricing carried out according to the most expensive targeting to be used, i.e. targeting is not repeated in an overlapping manner.

Pricing example: Parade Data Refinery, ATF and with regional targeting: EUR 32 x 1,35 (35% most valuable targeting addition in the package) = EUR 43,20. Aller's Rich Media (Adform) products: <https://showroom.adform.com/publishers/aller/>

Board takeover in Suomi24 discussion categories +10% (incl. parade/panorama, wallpaper, rectangle and billboard on the board). No extra fee for running the video banner.

Instream - front spot	10 sec	15 sec	20 sec	25 sec	30 sec
Price	24 €	34 €	39 €	44 €	49 €

Note: Video hosting +10%

AD DISPLAYED ON THESE SITES/IN THESE SECTIONS

Site	Section	Mobile 300x150–300	Desktop Parade 980x400	Desktop Parade + wallpaper	Desktop Large/double rectangle 468x400–600	Desktop Billboard 140–160x600	Mobile Rich Media	Desktop Rich media
Suomi24.fi	Front page	x	x	x	x	-	x	x
Suomi24.fi	Discussion categories*	x	x	x	x	x	x	x
Suomi24.fi	Dating	x	x	x	-	x	x	x
Suomi24.fi	E-mail**	-	-	-	-	x	-	-
Suomi24.fi ROS	ROS	x	x	x	x	x	x	x
Seiska.fi	ROS	x	x	x	x	x	x	x
Baana.fi	ROS	x	x	x	x	x	x	-
Telvis.fi	ROS	x	x	x	x	x	x	-
Katso.fi	ROS	x	x	x	-	-	x	x
Idealista.fi	ROS	x	x	x	x	x	x	x

*Discussion categories: Free Time, Cars and Traffic, Hobbies, Home and Building, Pets, Travelling, Fashion and Beauty, Youth, Locations, Family, Food and Drink, Groups, Sex, Relationships, Finance, Health, Market, Science and Technology, Relationships,

Economy, Health, Market, Science and Technology, Working and Studying, Sports and Fitness, Entertainment and Culture, Society. **Special formats in e-mail display screen: 980x120 Panorama EUR 12 and 728x90 leaderboard EUR 8

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