



Launch your campaign with an impact, build brand recognition or communicate tactical messages in city centers and close to point-of-sale.

Broadcast Reach masses and make an impact in the biggest cities with buying power.	VAC total contacts (millions)	VAC cover %	VAC frequency	Number of advertising panels	Media gross price / 1 wk (€)	Media-gross CPT (€)	Posting and maintenance (€)	Total (€)	Production for one design (€)
Finland Launch	25,3	33,5 %	18,8	630	48 200	1,91	5 980	54 180	3 200
Reach consumers nationwide with an impactful presence and frequency. Cities: Espoo, Helsinki, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Lahti, Lappeenranta, Mikkeli, Oulu, Pirkkala, Pori, Raisio, Riihimaki, Rovaniemi, Tampere, Turku, Vantaa.									
City-13	18,3	33,0 %	13,9	518	36 100	1,97	5 360	41 460	2 740
Reach consumers in the biggest cities and in their economic region. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Pirkkala, Raisio, Tampere, Turku, Vantaa.									
City-9	11,4	69,6 %	10,3	414	23 300	2,04	4 400	27 700	2 490
Reach consumers in cities with most buying power. Cities: Espoo, Helsinki, Kaarina, Kangasala, Pirkkala, Raisio, Tampere, Turku, Vantaa.									
Metropolitan Launch	22,1	84,2 %	24,9	480	45 100	2,04	4 990	50 090	2 590
Build brand recognition and launch your campaign visibly at the metropolitan area. Cities: Espoo, Helsinki, Vantaa.									
Metropolitan Cover	13,7	78,9 %	16,4	292	26 000	1,90	2 980	28 980	2 250
Reach effectively and build top-of-mind at the metropolitan area. Cities: Espoo, Helsinki, Vantaa.									

We allow to media and advertising agencies a 15% advertising agency commission. Prices do not include a valid VAT. Prices are valid from 01.01.2019. Design guidelines and information about production, see Production information. The production rate is valid, if the printable materials are delivered to Clear Channel two weeks before the start of the campaign.

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Clear Channel International

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China	France	Lithuania	Singapore	United Kingdom
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Estonia	Italy	Norway	Sweden	

Target Target your campaign to where your audience moves about or close to a relevant point-of-sale.	VAC total contacts (millions)	VAC cover %	VAC frequency	Number of advertising panels	Media gross price / 1 wk (€)	Media-gross CPT (€)	Posting and maintenance (€)	Total (€)	Production for one design (€)
Finland FMCG Impact Total	24,1	33,2 %	18,1	595	54 400	2,26	6 030	60 430	3 010
Reach FMCG decision makers nationally with an extensive network near point-of-sale. Targeting: Kesko, S-Ryhma and Lidl stores (hypermarkets, supermarkets, markets). Total number of stores: 324. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Lahti, Lappeenranta, Mikkeli, Oulu, Pirkkala, Raisio, Riihimaki, Rovaniemi, Tampere, Turku, Vantaa.									
Finland FMCG Impact	8,6	28,6 %	7,5	268	21 600	2,50	2 960	24 560	2 220
Reach FMCG decision makers nation-wide near point-of-sale. Targeting: Kesko, S-Ryhma and Lidl stores (hypermarkets, supermarkets, markets). Total number of stores: 324. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Lahti, Lappeenranta, Mikkeli, Oulu, Pirkkala, Raisio, Riihimaki, Rovaniemi, Tampere, Turku, Vantaa.									
Finland K-Impact	10,6	29,4 %	9,0	292	24 900	2,35	2 980	27 880	2 250
Reach FMCG decision makers nation-wide with an extensive network near point-of-sale. Targeting: Kesko (hypermarkets, supermarkets, markets). Total number of stores: 151. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Lahti, Lappeenranta, Mikkeli, Oulu, Pirkkala, Raisio, Riihimaki, Rovaniemi, Tampere, Turku, Vantaa.									
Finland S-Impact	10,7	27,7 %	9,7	289	25 200	2,34	3 180	28 380	2 260
Reach FMCG decision makers nation-wide with an extensive network near point-of-sale. Targeting: S-Ryhma (hypermarkets, supermarkets, markets). Total number of stores: 136. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Lahti, Lappeenranta, Mikkeli, Oulu, Pirkkala, Raisio, Riihimaki, Rovaniemi, Tampere, Turku, Vantaa.									
Finland R-Impact	10,9	25,8 %	10,5	250	35 100	3,23	2 770	37 870	2 190
Reach FMCG decision makers nation-wide near point-of-sale. Targeting: R-kioski. Total number of kiosks: 113. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Lahti, Lappeenranta, Mikkeli, Oulu, Pirkkala, Raisio, Rovaniemi, Tampere, Turku, Vantaa.									
City-13 Pharmacy	10,6	26,4%	10,0	270	35 200	3,34	2 980	38 180	2 220
Reach consumers in the proximity of pharmacies in the biggest cities. Total number of pharmacies: 93. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Pirkkala, Raisio, Tampere, Turku, Vantaa.									
City-13 Sport & Shopping	13,0	27,9 %	11,6	284	33 200	2,55	3 130	36 330	2 240
Reach active consumers near sports facilities and sports retailers in the biggest cities. Cities: Espoo, Helsinki, Hyvinkaa, Jyvaskyla, Kaarina, Kangasala, Kouvola, Kuopio, Pirkkala, Raisio, Tampere, Turku, Vantaa.									

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Metropolitan FMCG Impact	7,4	77,2 %	9,1	183	24 400	3,28	2 190	26 590	1 910
Reach FMCG decision makers in the metropolitan area near point-of-sale. Targeting: Kesko, S-Ryhma and Lidl stores (hypermarkets, supermarkets, markets). Total number of stores: 206. Cities: Espoo, Helsinki, Vantaa									
Metropolitan Young Spenders	5,3	66,8 %	7,5	98	17 000	3,19	1 320	18 320	1 470
Reach young consumers near shopping centers, schools and along public transportation routes and terminals. Cities: Espoo, Helsinki, Vantaa.									
Helsinki High Street	2,7	43,2 %	5,9	30	20 400	7,63	430	20 830	650
Target your campaign to premium locations in the city center of Helsinki. City: Helsinki.									
Metropolitan Boost	2,0	45,1 %	4,2	51	8 000	4,00	720	20 830	910
Boost your campaign with extra contacts from metropolitan area. Ask also other boost packages. City: Helsinki.									

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