

AVECMEDIA.FI – THE PROFESSIONAL’S TOP PARTNER

AVECMEDIA.FI – DEVICE-INDEPENDENT ONLINE ADVERTISING SPACE

Product	Desktop	Mobile	Price
Digital full-page	620 x 891 px	300 x 600 px or 300 x 431 px	€2500/month
Maxi-parade	980 x 552 px	300 x 300 px	€2000/month
Parade	980 x 400 px	300 x 300 px	€2000/month
Double giant box	468 x 600 px	300 x 431 px	€1600/month
Giant box	468 x 400 px	300 x 300 px	€1200/month
Interstitial	600 x 700 px	600 x 700 px	€600/day
Native/advertorial			€2000/month

NUMBER OF VISITORS

During 20.1.–14.3.2022:

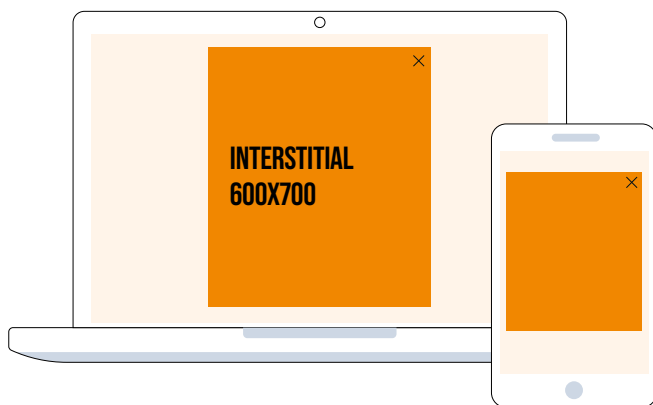
- Visitors: 38,500
- Number of views: 71,500
- Events/user: 5.66
- Average time spent: 1.14 minutes

NATIVE ADVERTISING • €2000/MONTH

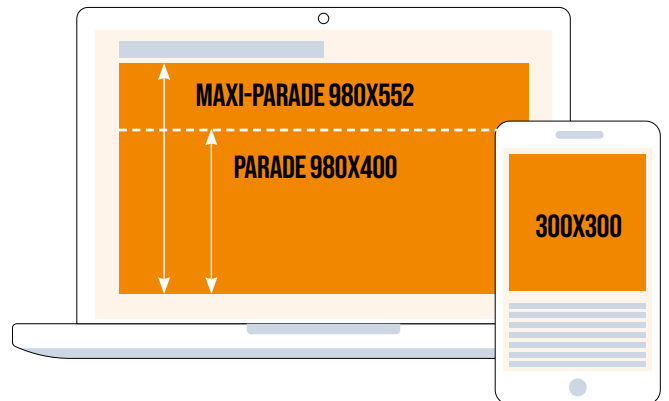
Native advertising is content marketing that is seamlessly integrated into the media it shares a platform with. Native content is just as interesting, catchy and desirable as any other content and is created using journalistic approaches. Native advertising is open and transparent, which is why it is always distinguished from journalistic content by indicating that it is an “advertisement”. There are many forms of native advertising: content might be an online article, a print advertorial, a video or even a podcast. The main thing is that **content speaks to the desired target group in just the right way** in the correctly chosen media and communicates the company message in an interesting way. Native advertising is published on a website like an article, accompanied by the word ADVERTISEMENT.

INTERSTITIAL • €600/DAY

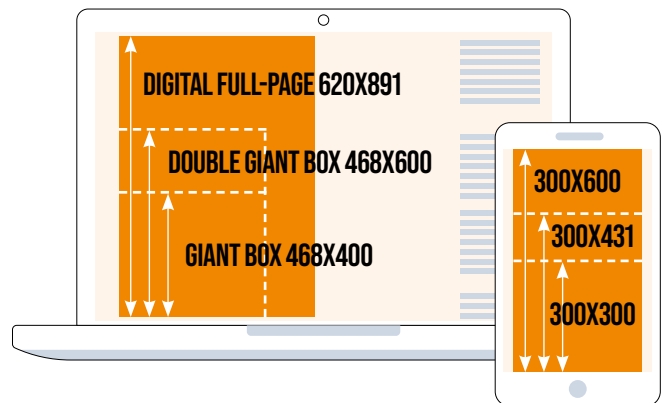
Interstitial, or entry page. An interstitial opens as a full-screen entry page when the visitor arrives at avecmmedia.fi. Because an interstitial is scaled according to the terminal device, it can reach visitors regardless of the device used. **Repeated three times per day/visitor/browser.**



Interstitial 600 x 700 px



Maxi-parade 980 x 552 px / 300 x 300 px
Parade 980 x 400 px / 300 x 300 px



Digital full-page 620 x 891 px / 300 x 600 px or 300 x 431 px
Double giant box 468 x 600 px / 300 x 431 px
Giant box 468 x 400 px / 300 x 300 px

VIDEO FILES

Videos start automatically on the consumer's screen without audio and end on the last frame, on which a "Read more" button and "Replay" icon are overlaid.

Horizontal video

with maxi-parade and parade:

- URL
- Video file
- File format: MP4
- File size: max 4 MB
- Duration: max 30 s
- Aspect ratio: 16:9

Giant box, Double giant box and digital full-page:

Vertical video

- URL
- Video file
- File format: MP4
- File size: max 4 MB
- Duration: max 30 s
- Aspect ratio: 9:16

Horizontal video

- URL
- Video file
- File format: MP4
- File size: max 4 MB
- Duration: max 30 s
- Aspect ratio: 16:9

MATERIAL DELIVERY

Include the following information when delivering material:

Product/Date(s)/time of publication(t)/Advertiser

- Product
- Date(s)/time of publication
- Advertiser or campaign name
- Campaign Internet address, to which the advertisement directs the visitor when clicked on
- Advertiser contact information
- Material supplier contact information/company/contact person
- Material must be delivered 3 weekdays before publication to arttu.kantanen@media.fi, +358 (0)40 661 5811

Advertisements will be placed on the first day of the campaign by 10:00 a.m.

Material preparation

Preparation of banners from customer material €100/hour.

Late delivery of material

If online material has not been delivered by the set deadline in the correct format or it is damaged/unusable or the content fails to meet the publishing requirements, Mediatalo Keskiuomalainen cannot guarantee that it will be possible to publish the advertisement by the desired date/time. If the online campaign material is delivered late, the delayed or unusable material may prevent the campaign from being launched by the desired date/time.

Our guidelines comply with the Internet advertising standards set by IAB Finland. Prices include the current VAT rate. The set kilobyte limits

DEVICE-INDEPENDENT PACKAGE ADVERTISEMENT SIZES

Device-independent packages come in two material sizes. Material types: jpg, jpeg, gif, png, HTML5 and third-party tag material.

Digital full-page package: 620 x 891 px image material file size 200 kb and HTML5 file size 250 kb and **300 x 600 px** or 300 x 431 px, 100 kb (image), 250 kb (HTML5)

Maxi-parade package: 980 x 552 px image material file size 200 kb and HTML5 file size 250 kb and **300 x 300 px** 100 kb (image), 250 kb (HTML5)

Parade package: 980 x 400 px image material file size 200 kb and HTML5 file size 250 kb and **300 x 300 px** 100 kb (image), 250 kb (HTML5)

Double giant box package: 468 x 600 px image material file size 100 kb and HTML5 file size 250 kb and **300 x 431 px** 100 kb (image), 250 kb (HTML5)

Giant box package: 468 x 400 px image material file size 100 kb and HTML5 file size 250 kb and **300 x 300 px** 100 kb (image), 250 kb (HTML5)

Interstitial: 600 x 700 px
NOTE! Advertisement format either jpg or png and size 150 kb

are unconditional and there is unfortunately no room for flexibility with them. Kilobyte limits cannot be avoided by using loaders or third-party tags. All material and any tracking pixels must be HTTPS-compatible.

Items to note with HTML5 material

Initial loading must be as small as possible and unnecessary requests should be avoided. Downloads after the initial loading should be avoided. If such downloads are necessary to the advertisement, polite loading may not exceed the kilobyte limit set for the initial loading. [Read more in the IAB guidelines for HTML5 material.](#)

[Click here to download the HTML5 material guidelines for Google AdManager.](#)