



ALMA RUN OF NETWORK RATE CARD Valid from 1st March 2021



DISPLAY ADVERTISING RATE CARD

Cross Device	Additional cost for targeting				Ad size desktop	Ad size mobile
	Alma RON	5 %	15 %	30 %		
Digital Full Page	22,00 €	23,10 €	25,30 €	28,60 €	610x877	300x431
Giant Panorama	21,00 €	22,05 €	24,15 €	27,30 €	980x400	300x250 / 300x300 / 320x320 / 320x300
Extra Wide Skyscraper	21,00 €	22,05 €	24,15 €	27,30 €	300x600/ 300x431	300x600 (not in apps)/ 300x431
Rectangle	10,00 €	10,50 €	11,50 €	13,00 €	300x250 / 468x400	300x250
Content Display (native)	17,00 €	17,85 €	19,55 €			

Outstream video	Alma RON	5 %	15 %	30 %	Ad size
Article Video	18,00 €	18,90 €	20,70 €	23,40 €	16:9

Celtra ads: +2 eur is added to basic ad format's rate as well as production cost.

Minimum campaign size is 500 € net.

Targeting options depend on ad format and media.

Alma RON = Ad is delivered run of Alma Network

TARGETING OPTIONS

Ask media sales for more detailed specifications

Targeting +5 % / CPM

Sociodemographic data
 Gender
 Age
 Education
 Location based (geo)
 Device
 Operating System

Targeting +15 % / CPM

Sociodemographic data
 Form of living
 House type
 Income
 Interest
 Life Phase
 Hobby
 Lifestyle
 Entertainment
 Sports
 Travel
 Living - category 1
 Cars - category 1
 Contextual targeting - category 1

Targeting +30 % / CPM

Sociodemographic data
 Employment status
 Entrepreneurship
 Size of company
 Industry
 Interest
 Economy
 Living - category 2
 Cars - category 2
 Contextual targeting - tailored

SEASONAL RATES

Date	Index
4.1.-27.6.	100
28.6.-15.8.	80
16.8.-12.12.	100
13.12.-2.1.2022	80

The seasonal index applies to standard-priced CPM campaigns

VIDEO ADVERTISING

Inbanner-video is available on nearly any ad format of Alma. Please ask Media Sales for further information.

Outstream-video	Alma RON	5 %	15 %	30 %	Ad size
Article Video	18,00 €	18,90 €	20,70 €	23,40 €	16:9

Instream-video	Additional cost for targeting			
	Preroll*	5 %	15 %	30 %
Max 6 s.	14,00 €	14,70 €	16,10 €	18,20 €
Max 10 s.	26,50 €	27,83 €	30,48 €	34,45 €
Max 15 s.	36,00 €	37,80 €	41,40 €	46,80 €
Max 20 s.	42,00 €	44,10 €	48,30 €	54,60 €
Max 30 s.	52,70 €	55,34 €	60,61 €	68,51 €
Postroll (max 30 s.)	14,00 €	14,70 €	16,10 €	18,20 €

* Preroll price is for guaranteed video completions. If the campaign goal is not reached, the campaign will be continued.

Postroll price is cpm (not guaranteed video completions)

TARGETING OPTIONS

Please see page 2 for options and rates.

Ask media sales for more detailed specifications

CONTACT INFORMATION

E-MAIL ADDRESSES

- firstname.lastname@almamedia.fi
- programmatic@almamedia.fi

MEDIA SERVICE

Tel.+358 10 665 2990

BOOKING AND MATERIALS

- mediamainonta@almamedia.fi

MEDIA GUIDE AND TERMS OF SALES

- <https://www.almamedia.fi/en/advertisers/terms-and-conditions-for-media-sales>

Prices are presented in euro gross prices / CPM (cost per 1 000 impressions) unless stated otherwise. RON = Run of Network. Campaign minimum size is 500 euros unless stated otherwise. Publisher has the right to change its prices at any given time, check the valid prices from media sales. The currently valid VAT shall be added to the prices.