

# RADIO ADVERTISING

## Rates 2021

### Radio Advertising

**RADIO ADVERTISING** RATES 2021

Sanoma Media Radio offers an Radio Advertising, Radio Spot, Radio Ad, Radio Lead, Hearstadio and other.

You can buy radio offers in three different ways:

- Radio Veikko package
- Channel-specific packages (Audioplanner)
- Channel package with spot rates (Audioplanner)

**Radio Veikko**

With Radio Veikko package you can buy content in a week-long target group, either in leading throughout the campaign period. The Radio Veikko campaigns are planned with 10 shows. You can determine the length of the advertising spots, in addition, it is possible to buy specific advertising spots and strengthen or waive out certain days of the week by paying a surcharge.

Radio Veikko package has predetermined shows on channels based on national licensing. The minimum purchase volume is 10 spots per day.

**Radio Veikko Dynamic** offers you to choose 2nd channels and adjust the channel share. The minimum purchase volume per channel per day of Radio Veikko Dynamic are: Radio Suomalainen 20 TR, Radio Raiti 20 TR, Radio Aina 10 TR, Lead & TR Hearstadio 20 TR and other 10 TR.

With Radio Veikko Channel buying you can choose a specific channel. The minimum purchase volume per channel per day are the same as with Radio Veikko Dynamic.

### Radio Velho

**RADIO ADVERTISING** RATES 2021

**Radio Velho**

Rate	System	Channel buying
IS-41	IS-41	IS-41
IS-41	IS-41	IS-41
VGS-41	VGS-41	VGS-41
VGS-41	VGS-41	VGS-41
Adoptable share	Adoptable share	Channel buying
2nd channel	2nd channel	2nd channel
3rd channel	3rd channel	3rd channel
Spotting online	Spotting online	Spotting online
Regional buying methods	Channel package	Franchise Ad
Channel package	Franchise Ad	Franchise Ad
Franchise Ad	Franchise Ad	Franchise Ad

### Audioplanner

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**Audioplanner**

**Channel-specific spot rates**

At our agencies channels can be bought alone or together as combinations of channels using channel-specific spot rates. In fixed book buying in the Audioplanner buying software, in fixed book buying, the basis in which the advertisement is purchased is specified. Each book is three hours long, according to the right basis, which can be chosen. The price of each book is determined according to the number of shows and capacity. There is a minimum purchase or maximum campaign duration in book buying. With book buying you can specify the preferred position for your spot in the book and the length for a 20% surcharge. The surcharge for a 10 spot is 10%.

**Channel Package with Spot Rates**

Sanoma Media Finland spot rates can be bought through Audioplanner in the form of pre-defined channel packages. National package 1000 spots. The spot length, number of target areas and the spots are the same for all channels in a package.

### Regional Advertising

**RADIO ADVERTISING** RATES 2021

**Regional Advertising**

Regional offers may be bought in the Luma area with Radio Veikko package on the channels Radio Aina, Hearstadio, Luma and other. It is also possible to buy regional advertising through Audioplanner with channel-specific spot rates on the channels Hearstadio, Luma and other. In addition, regional offers can be bought through Audioplanner in the form of Hearstadio channel package.

Regional advertising and offers on Hearstadio and other outside the Luma area is managed by Hearstadio Ltd. Annual agreement discounts do not apply to regional advertising on Hearstadio and other outside the Hearstadio area.

Contact information: Tampere, Finland +358 40 270 3333, tampere.jama@radiotal.fi

### General Information about Campaigns and Buying

**RADIO ADVERTISING** RATES 2021

**General Information about Campaigns and Buying**

### Supla

**RADIO ADVERTISING** RATES 2021

**Supla**

Repeat restrictions: two per day / one per 30 min

Max. impression 30 000 per customer per day

Spot length: Factors are in Supla the same as in radio advertising

Supla pricing 2021	Off-rate 2P	Discount
Buyer's agency	15.00	
Price in multi-bundle 10% bundle discount from 1.9.2021	14.00	7%

## RADIO ADVERTISING

Sanoma sells radio airtime on Radio Suomipop, Radio Rock, Radio Aalto, Loop, Helmiradio and HitMix.

### You can buy radio airtime in three different ways:

1. Radio Velho package
2. Channel-specific spot rates (Audioplanner)
3. Channel package with spot rates (Audioplanner)

### Radio Velho

With Radio Velho package you can buy contacts in predefined target groups. Airtime is floating throughout the campaign period. The Radio Velho campaigns are planned with X4 Extranet. You can determine the weightings on weeks and spot lengths. In addition, it is possible to buy specific advertising blocks and strengthen or leave out certain days of the week by paying a surcharge.

Radio Velho Static package has predetermined shares on channels based on natural listening. The minimum purchase volume is 10 TRPs per day.

Radio Velho Dynamic allows you to choose 3–6 channels and adjust the channel shares. The minimum purchase volumes per channel per day of Radio Velho Dynamic are: Radio Suomipop 5.0 TRP, Radio Rock 3.0 TRP, Radio Aalto 1.5 TRP, Loop 0.6 TRP, Helmiradio 0.3 TRP and HitMix 0.1 TRP.

With Radio Velho Channel Buying you can choose a specific channel. The minimum purchase volumes per channel per day are the same as with Radio Velho Dynamic.

# Radio Velho

Static	Dynamic	Channel Buying
25-44	25-44	25-44
25-54	25-54	25-54
W25-54	W25-54	W25-54
M25-54	M25-54	M25-54
Mainshoppers<50	Mainshoppers<50	Mainshoppers<50
<b>Pre-determined shares on channels</b>	<b>Adjustable shares on channels</b>	<b>Channel buying</b>
5-6 channels	3-6 channels	1 channel
Floating airtime	Floating airtime	Floating airtime
<b>Regional buying methods:</b>		
Channel packages		
9+ Helsinki AHH		
9+ Helsinki HH		

# Audioplanner

## Audioplanner

- **Block buying**
- **National buying methods:**
  - Channel buying
  - Channel package: NM Total
- **Regional buying methods:**
  - Channel buying
  - Channel packages:
    - NM Helsinki+ AHH
    - NM Helsinki+ ALHH

### Channel-Specific Spot Rates

All our eight radio channels can be bought alone or together as combinations of channels using channel-specific spot rates, i.e. fixed block buying in the Audioplanner planning software. In fixed block buying, the block in which the advertisement is transmitted is specified. Each block is three hours long, excluding the night block, which lasts for six hours. The price of each block is determined according to the number of listeners and capacity. There is no minimum purchase or restrictions on campaign durations in block buying. With block buying you can specify the preferred position for your spot in the block and the break for a 20 % surcharge. The surcharge for a tail spot is 10 %.

### Channel Package with Spot Rates

Sanoma Media Finland radio airtime can be bought through Audioplanner in the form of predefined channel packages. National package is NM Total. The spot lists, number of transmissions and the spots are the same for all channels in a package.

## Regional Advertising

Regional airtime may be bought in the Uusimaa area with Radio Velho Static packages on the channels Radio Aalto, Helmiradio Uusimaa and HitMix Helsinki. It is also possible to buy regional advertising through AudioPlanner with channel-specific spot rates on the channels Helmiradio Uusimaa and HitMix Helsinki. In addition, regional airtime can be bought through Audioplanner in the form of Helsinki+ channel packages.

Regional advertising and traffic on Helmiradio and HitMix outside the Uusimaa area is managed by Mediatakojat Ltd. Annual agreement discounts do not apply to regional advertising on Helmiradio and HitMix outside the Helsinki area.

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## RADIO ADVERTISING

# General Information about Campaigns and Buying

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## Contact Guarantee

The contact guarantee is granted in the target audience for those Radio Velho campaigns that have a minimum of 200 TRPs and are booked at least for three (3) days. Radio Velho campaigns have an overall contact guarantee, no channel-specific guarantee.

## Spot-Length Factors

All the rates given are for a 30-second spot. The price for spots that are shorter or longer than this can be calculated by multiplying the 30-second rate by the spot-length factors given below. You can find all the spot-length factors in Audioplanner.

Sec	Factor	Sec	Factor
5	0,28833	65	1,91667
10	0,49333	70	2,03333
15	0,665	75	2,15
20	0,80333	80	2,26667
25	0,91666	85	2,38333
30	1,0	90	2,5
35	1,13333	95	2,61667
40	1,26667	100	2,73333
45	1,4	105	2,85
50	1,53333	110	2,96667
55	1,66667	115	3,08334
60	1,8	120	3,20001

## General Information about Campaigns and Buying

### Weekly Indexes

Week	Index
1-4	80
5-24	100
25-30	90
31-51	100
52	80

### Season Launch Schedule

Season Launched		Avataan myyntiin
February–May	1.2.2021-30.5.2021	23.11.2020
June–September	31.5.2021-26.9.2021	1.3.2021
October–January	27.9.2021-31.12.2021	7.6.2021
January	1.1.2022-30.1.2022	October 2021



## Supla

- Repeat restrictions: two per day / one per 30 min
- Max. impression 35 000 per customer per day

Spot-Length Factors are in Supla the same as in radio advertising

Supla pricing 2021	CPT-rate 30"	Discount
Bought separately	25,00	
Price in Audiobundle (-2% bundle discount) from 1.9.2020	24,50	2 %