

NATIONAL TV ADVERTISING

RATES 2021

Open configuration options

Sanoma sells airtime on national TV channels Nelonen, Liv, Jim and Hero and as a result of ad sales representation agreement with Fox Networks Group, on FOX and National Geographic.

TV advertising can be purchased in the form of package or channel buying:

Package Buying			Kanavaostaminen
TV Total Static	TV Total Dynamic	TV Total Channel Buying	
25-44	25-44	4-9	4-9
W25-44, M25-44	W25-44, M25-44	25-44	25-44
25-54	25-54	W25-44, M25-44	W25-44, M25-44
W25-54, M25-54	W25-54, M25-54	25-54	25-54
25-64	25-64	W25-54, M25-54	W25-54, M25-54
45-64	45-64	25-64	25-64
Mainshoppers<50	Mainshoppers<50	45-64	45-64
Mainshoppers<60	Mainshoppers<60	Mainshoppers<50	Mainshoppers<50
Interest groups	Interest groups	Mainshoppers<60	Mainshoppers<60
Pre-determined shares on channels	Adjustable shares on channels	Channel buying	
5-6 channels & Video	2-6 channels & Video	1 channel	
Floating airtime	Floating airtime	Floating airtime	

National buying methods:
 Floating Target Group Buying
 Fixed Target Group Buying
 Programme-Specific Buying

Regional buying methods:
 Floating Target Group Buying
 Programme-Specific Buying

Package Buying

- With TV Total package you can buy contacts in predefined target groups. Airtime is floating throughout the campaign period. In addition, it is possible to buy specific programmes or strengthen certain days of the week by using the fixed target group buying or programme-specific buying.
- TV Total Static package has predetermined shares on channels based on natural viewing. The minimum purchase volume is 3 TRPs per day on average when the campaign length is four days or more. In shorter campaigns of 1–3 days, the required minimum is 10 TRPs.
- TV Total Dynamic allows you to choose 2–6 channels and adjust the channel shares. The minimum purchase volumes per channel per day of TV Total Dynamic are: Nelonen 1.5 TRP, Jim 1.0 TRP, Liv 1.0 TRP, Hero 0.5 TRP, FOX 1.0 TRP and National Geographic 1.0 TRP.
- With TV Total Channel Buying you choose a specific channel. It is also possible to buy children's programs in the target group 4–9-years-olds. The minimum purchase volume is 10 TRPs.
- TV Total Channel Buying has the same CPT and CPP rates as floating target group buying.
- **Buying of Video Advertising with TV Total Campaign**
If video advertising is purchased at the same time with a TV Total Static or TV Total Dynamic campaign and its net price is 15 % of the net price of the TV campaign, Sanoma grants additional two (2) percent discount on both TV and video campaign.

TV TOTAL STATIC 30" GROSS RATES:

Target Audience	TA size (000)	CPP-rate		CPT-rate	
		prime	off prime	prime	off prime
25-44	1 407	737,00	388,00	52,38	27,58
W25-44	682	708,50	420,00	103,89	61,58
M25-44	725	725,50	381,00	100,07	52,55
45-64	1 390	531,50	425,00	38,24	30,58
25-54	2 072	690,00	373,90	33,30	18,05
W25-54	1 011	662,00	358,50	65,48	35,46
M25-54	1 061	689,00	358,50	64,94	33,79
25-64	2 797	659,50	342,50	23,58	12,25
POP<50	1 291	744,50	402,50	57,67	31,18
Pop<60	1 745	717,00	389,00	41,09	22,29
25-54 after 9 pm	2 072	761,00		36,73	
25-54 after 10 pm (alcohol)	2 072	754,00		36,39	

TV TOTAL DYNAMIC 30" GROSS RATES:

CPP-rates	TA size (000)	Nelonen		Jim		Liv		Hero	Fox		NatGeo	
Target Audience		prime	off prime	prime	off prime	prime	off prime	24 h	prime	off prime	prime	off prime
25-44	1 407	896,00	468,50	682,00	341,00	853,00	426,50	524,50	663,00	330,00	640,00	310,30
W25-44	682	803,50	465,50	727,00	430,30	690,00	345,00	572,00	748,00	460,00	733,00	450,80
M25-44	725	859,00	435,50	748,00	374,00			569,50	713,00	363,80	669,50	341,50
45-64	1 390	589,50	465,00	565,50	445,80	571,50	450,50	494,00	569,00	440,00	485,50	397,50
25-54	2 072	808,50	424,50	695,00	347,50	776,50	462,50	483,00	692,00	346,00	579,00	289,50
W25-54	1 011	749,50	399,00	699,50	380,00	649,50	298,50	541,00	687,00	372,50	664,00	349,30
M25-54	1 061	792,50	401,80	696,50	348,50			537,50	700,00	350,00	687,50	337,50
25-64	2 797	766,50	401,80	675,00	321,50	736,00	369,30	449,00	675,00	321,30	556,00	266,80
POP<50	1 291	877,50	476,00	773,50	387,00	756,00	378,00	574,50	730,00	365,00	645,00	337,80
Pop<60	1 755	854,00	463,50	753,00	376,50	736,00	368,00	559,00	710,50	355,30	628,00	328,80
25-54 after 9 pm	2 072	897,00		693,00		781,00		573,00	700,00		672,00	
25-54 after 10 pm (alcohol)	2 072	817,00		732,00		852,00		612,00	743,00		713,00	

TV TOTAL DYNAMIC 30" GROSS RATES:

CPT-rates	TA size (000)	Nelonen		Jim		Liv		Hero	Fox		NatGeo	
Target Audience		prime	off prime	prime	off prime	prime	off prime	24 h	prime	off prime	prime	off prime
25-44	1 407	63,68	33,30	48,47	24,24	60,63	30,31	37,28	47,12	23,45	45,49	22,05
W25-44	682	117,82	68,26	106,60	63,09	101,17	50,59	83,87	109,68	67,45	107,48	66,10
M25-44	725	118,48	60,07	103,17	51,59			78,55	98,34	50,18	92,34	47,10
45-64	1 390	42,41	33,45	40,68	32,07	41,12	32,41	35,54	40,94	31,65	34,93	28,60
25-54	2 072	39,02	20,49	33,54	16,77	37,48	22,32	23,31	33,40	16,70	27,94	13,97
W25-54	1 011	74,13	39,47	69,19	37,59	64,24	29,53	53,51	67,95	36,84	65,68	34,55
M25-54	1 061	74,69	37,87	65,65	32,85			50,66	65,98	32,99	64,80	31,81
25-64	2 797	27,40	14,37	24,13	11,49	26,31	13,20	16,05	24,13	11,49	19,88	9,54
POP<50	1 291	67,97	36,87	59,91	29,98	58,56	29,28	44,50	56,55	28,27	49,96	26,17
Pop<60	1 755	48,66	26,41	42,91	21,45	41,94	20,97	31,85	40,48	20,25	35,78	18,74
25-54 after 9 pm	2 072	43,29		33,45		37,69		27,65	33,78		32,43	
25-54 after 10 pm (alcohol)	2 072	39,43		35,33		41,12		29,54	35,86		34,41	

Channel Buying

Floating Target Group Buying

In target group buying, the desired number of floating target group contacts are purchased for the entire campaign period. The contact guarantee is granted in the target audience of the campaign. The spots are floatable throughout the campaign period. Sanoma is responsible for their final placement among the programmes. Target group buying may not be used in campaigns with a break or restrictions on transmission times (e.g. times of day, weekdays, programmes). **Target group buying has separate CPT and CPP rates for each target audience in prime time and off prime time.**

Fixed Target Group Buying

In fixed target group buying, you choose the programme in conjunction with which the spot is aired so there is a fixed placing to a specific programme. The price of the selected programme is based on the audience estimate in the target audience of the campaign and the programme's transmission time (prime time or off prime time). The rate of fixed target group buying is based on the CPT rates of target group buying with 15 % added to the price.

Programme-Specific Buying

In programme-specific buying, you choose the programme in conjunction with which the advertisement is aired so there is a fixed link to a specific programme. The programme-specific rate is based on the 10+ audience estimate, the programme environment and programme desirability. If a campaign uses only programme-specific buying, a contact guarantee is granted in the 10+ target audience. Likewise, if the campaign uses only programme-specific buying, you can receive a guarantee in one of the target audiences sold under target group buying by paying a 6 % surcharge.

TARGET GROUP BUYING 30" GROSS RATES:

CPP-rates	TA size (000)	Nelonen		Jim		Liv		Hero	Fox		NatGeo	
Target Audience		prime	off prime	prime	off prime	prime	off prime	24 h	prime	off prime	prime	off prime
25-44	1 407	912,91	477,34	694,87	347,43	869,09	434,55	534,40	675,51	336,23	652,08	316,15
W25-44	682	818,66	474,28	740,72	438,42	703,02	351,51	582,79	762,11	468,68	746,83	459,31
M25-44	725	875,21	443,72	762,11	381,06			580,25	726,45	370,66	682,13	347,94
45-64	1 390	600,62	473,77	576,17	454,21	582,28	459,00	503,32	579,74	448,30	494,66	405,00
25-54	2 072	823,75	432,51	708,11	354,06	791,15	471,23	492,11	705,06	352,53	589,92	294,96
W25-54	1 011	763,64	406,53	712,70	387,17	661,75	304,13	551,21	699,96	379,53	676,53	355,89
M25-54	1 061	807,45	409,38	709,64	355,08			547,64	713,21	356,60	700,47	343,87
25-64	2 797	780,96	409,38	687,74	327,57	749,89	376,27	457,47	687,74	327,36	566,49	271,83
POP<50	1 291	894,06	484,98	788,09	394,30	770,26	385,13	585,34	743,77	371,89	657,17	344,17
Pop<60	1 755	870,11	472,13	767,03	383,59	749,83	374,84	569,73	724,04	362,02	639,57	334,87
25-54 after 9 pm	2 072	913,92		706,08		795,74		583,81	713,21		684,68	
25-54 after 10 pm (alcohol)	2 072	832,42		745,81		868,08		623,55	757,02		726,45	
4-9 (weeks 1-43)	361		149,00									
4-9 (weeks 44-52)	361		171,00									

TARGET GROUP BUYING 30" GROSS RATES:

CPT-rates	TA size (000)	Nelonen		Jim		Liv		Hero	Fox		NatGeo	
Target Audience		prime	off prime	prime	off prime	prime	off prime	24 h	prime	off prime	prime	off prime
25-44	1 407	64,88	33,93	49,39	24,69	61,77	30,88	37,98	48,01	23,90	46,35	22,47
W25-44	682	120,04	69,54	108,61	64,28	103,08	51,54	85,45	111,75	68,72	109,51	67,35
M25-44	725	120,72	61,20	105,12	52,56			80,03	100,20	51,13	94,09	47,99
45-64	1 390	43,21	34,08	41,45	32,68	41,89	33,02	36,21	41,71	32,25	35,59	29,14
25-54	2 072	39,76	20,87	34,18	17,09	38,18	22,74	23,75	34,03	17,01	28,47	14,24
W25-54	1 011	75,53	40,21	70,49	38,30	65,46	30,08	54,52	69,23	37,54	66,92	35,20
M25-54	1 061	76,10	38,58	66,88	33,47			51,62	67,22	33,61	66,02	32,41
25-64	2 797	27,92	14,64	24,59	11,71	26,81	13,45	16,36	24,59	11,70	20,25	9,72
POP<50	1 291	69,25	37,57	61,05	30,54	59,66	29,83	45,34	57,61	28,81	50,90	26,66
Pop<60	1 755	49,58	26,90	43,71	21,86	42,73	21,36	32,46	41,26	20,63	36,44	19,08
25-54 after 9 pm	2 072	44,11		34,08		38,40		28,18	34,42		33,04	
25-54 after 10 pm (alcohol)	2 072	40,17		35,99		41,90		30,09	36,54		35,06	
4-9 (weeks 1-43)	361		41,27									
4-9 (weeks 44-52)	361		47,37									

TOTAL TV

**General Information about
Campaigns and Buying**

General Information about Campaigns and Buying

Campaign Specification

A TV campaign means an entity that is booked and confirmed on the same occasion and that advertises the same product or service. Separate campaigns by the same advertiser are regarded as one campaign entity if the break between the campaigns is seven days or less and if the same advertisement(s) and/or buying target audience are used.

A TV campaign may be a combination of floating target group buying, fixed target group buying and programme-specific buying. On Nelonen you may incorporate regional advertising into a national campaign when the target audience of both campaigns is 25–64-year-olds.

Prime Time and Off Prime Time

Prime time normatively takes place from 18:00 to 23:59 and off prime time from 00:00 to 17:59. The dayparts are determined according to the time that the programme starts.

Buying Airtime for Campaigns with Transmission Time Restrictions

For campaigns restricted to transmission times for over 16-year-olds, you may use programme-specific buying and target group buying after 21:00 in the target audience 25–54-year-olds. For campaigns restricted to transmission times for over 18-year-olds, you may only use programme-specific buying after 23:00. For alcohol advertising, you may use programme-specific buying and target group buying after 22:00 in the target audience 25–54-year-olds.

General Information about Campaigns and Buying

Contact Guarantee

All campaigns have only a single guarantee, which is granted in the buying target group for the whole campaign period. TV Total package has no channel-specific guarantee. In Channel Buying campaigns, the contact guarantee is channel-specific.

The contact guarantee is granted for campaigns in the buying target audience according to the following minimum purchase volume:

Nelonen 30 TRPs

Jim 15 TRPs

Liv 15 TRPs

Hero 10 TRPs

FOX 15 TRPs

National Geographic 15 TRPs

In TV Total Static, the minimum purchase volume for a guarantee is 100 TRPs. In TV Total Dynamic the guarantee is determined according to the channel-specific minimum purchase volume mentioned above.

For campaigns that last for seven (7) days or less the guarantee is not granted during the campaign; rather, any contacts that remain to be achieved will be compensated for in the next campaign or, with the customer's consent, by continuing the campaign. Such compensations are not made if the campaign remains below 0.5 TRP. The compensations for a failure to achieve the guaranteed number of contacts are not monetary.

The contact guarantee is verified from the final viewer figures of the TV Audience Measurement supplied by Finnpanel Ltd.

General Information about Campaigns and Buying

Break Connection

You may book up to three transmissions in the same break. A break connection may be purchased for national and regional campaigns, and for their combination. The mutual order of the advertisements during the break may be freely decided. A contact estimate is given separately for each transmission.

Specific Breaks and Break Positions

In national programme-specific buying, you can specify the desired break for your spot for a four (4) percent surcharge. You can secure the first, second, second to last or last position in a desired break with an eight (8) surcharge per transmission.

Spot-Length Factors

All the rates given are for 30-second spots. 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.

Sec	Factor	Sec	Factor
5	0,3	76–80	2,7
6–10	0,5	81–85	2,8
11–15	0,7	86–90	3,0
16–20	0,8	91–95	3,2
21–25	0,9	96–100	3,3
26–30	1,0	101–105	3,5
31–35	1,2	106–110	3,7
36–40	1,3	111–115	3,8
41–45	1,5	116–120	4,0
46–50	1,7	121–130	4,3
51–55	1,8	131–140	4,6
56–60	2,0	141–150	5,0
61–65	2,2	151–160	5,3
66–70	2,3	161–170	5,6
71–75	2,5	171–180	6,0

General Information about Campaigns and Buying

Weekly Indexes

Week	Index
1-4	70
5-13	100
14-16	105
17-21	116
22-25	118
26-28	95
29-31	85
32-35	110
36-39	118
40-44	115
45-51	100
52	70

Season Launch Schedule

Season	Dates	Weeks	Open for sale	Opening week
January–February	1.1.–28.2.	01–08	23.11.2020	vk 48
March–April	1.3.–2.5.	09–17	25.1.2021	vk 4
May–June	3.5.–4.7.	18–26	29.3.2021	vk 13
July–August	5.7.–29.8.	27–34	24.5.2021	vk 21
September–October	30.8.–31.10.	35–43	26.7.2021	vk 30
November–December	1.11.–31.12.	44–52	27.9.2021	vk 39