

Aarre Metsä target group package online

The Aarre Metsä package contains the new aarrelehti.fi online service and the Metsä and Kantri sections of Maaseudun Tulevaisuus.

Sizes and rates.

Giant Panorama

980 x 400 px / scalable / 300 x 300 px
materials max 80 kB / mobile max 40 kB / price CPM EUR 36



Billboard

140 x 350 px / 140 x 350 px / 300 x 150 px
size max 40 kB / price CPM EUR 18
and

Skyscraper

160 x 600 px / 160 x 600 px / 300 x 300 px
size max 40 kB / price CPM EUR 24



Panorama

980 x 120 px / scalable / 300 x 150 px
materials max 40 kB / price CPM EUR 24



Sales frame

Frame size 150 x 200 px / scalable

Size max 20 kB / price EUR 235/week, including production
Shown on the front pages of aarrelehti.fi and MT's Kantri and Metsä.



Giant retangle

468 x 400 px / 468 x 400 px / 300 x 300 px
materials max 40 kB / price CPM EUR 18



Visibility of advertising

The Aarre Metsä advertising is shown on:

- aarrelehti.fi
- maaseuduntulevaisuus.fi/metsa
- maaseuduntulevaisuus.fi/kantri

Delivery of materials

verkkoaineistot@viestilehdet.fi



Special solutions*

Wallpaper i.e. a background picture of the page

Parade + background 1,920 x 1,080 px
price CPM EUR 46

Can be bought together with the Giant Panorama banner. Only shown in the aarrelehti.fi front page in the computer view. Repetitions restricted, i.e., 2 displays to the same user/browser.



Sticker corner

300 x 200 px / price CPM EUR 16

* Only shown in the aarrelehti.fi front page in the computer view.



Ticker

1,600 x 45 px / price CPM EUR 18

* Only shown in the aarrelehti.fi front page in the computer view.



Rich Media solutions*

* Only shown in the computer view

Ask your contact person for more information!

Aarre Metsä online content marketing

Native advertising brings your own content inside Aarre Metsä in a focused and interesting media environment. Studies prove that it will reach a target group with a high purchasing power, the forest owners.

You can produce stories, images and videos to Aarre Metsä as a part of your company's content marketing. You will be able to present your message directly to the customers in a media where they already are present and spend time. You can provide useful information and entertainment, add in-depth knowledge, advise and inspire. Planned, long-term native advertising in Aarre Metsä is suitable for all companies who want to engage the forest owner target group as their customers. Good content is always interesting for larger target groups as well.

Content marketing advertising of the Aarre Metsä is shown in the new aarrelehti.fi online service and the Metsä and Kantri sections of Maaseudun Tulevaisuus. Links to your content will be placed in the front pages of these sections:

- aarrelehti.fi
- maaseuduntulevaisuus.fi/metsa
- maaseuduntulevaisuus.fi/kantri

Visible and effective: The native page opens inside our online service. You can use text, images and video and add more materials every week. We recommend that you change the contents once a week in a one-month campaign. The newest content is always shown in the largest size, and previous content is linked under the latest content.

Your content will be picked up by the front pages of our service: aarrelehti.fi and the Metsä and Kantri sections of Maaseudun Tulevaisuus. You can also use the address to your native page as a part of your other marketing.

The price of native marketing is EUR 8,700/4 weeks.

Required materials for each individual content element

- 1–2 images (image or video)
- Title, max 100 characters
- Headline and the actual advertising text, max 3,000 characters in total
- The advertising text may include a link to an external page, which opens in a new tab.

We are happy to serve you also in matters related to content production. Production costs vary according to how the advertising is implemented.

Subject to change. VAT will be added to the prices.

Ask for more information

Sales Manager Taina Malinen
+358 44 500 5404
taina.malinen@viestilehdet.fi

Instructions for materials

Banners can be delivered as image files (png, gif and jpg) or in the HTML5 format. Rich Media solutions must be agreed in advance. We follow the online and mobile advertising standards of IAB Finland in our instructions.

Ready made materials must be sent by e-mail 2 weekdays (special advertising formats 4 weekdays) before the start of the campaign to: verkkoaineistot@viestilehdet.fi. In addition, we need the URL address which the advertisement is linked to. The message must detail the name of the advertiser, the campaign period, the place of advertising (which online service, which advertisement format) and the link for the advertisement. The advertisements will be made visible on the first campaign day by 10 a.m. Viestilehdet does not guarantee that the campaign starts at the desired time if the materials supplied do not meet the requirements, are delivered late, contain technical errors or questionable content.

Subject to change. VAT will be added to the prices.

Further information

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