



## Rate card



# Display advertising

Advertising on Vertaa.fi is based on CPM; costs per 1.000 impressions.

Options and prices vary in targeting, banner size and purchase form

Purchase form	Product	ROS	ROC	TOC
Direct (i/o based)	Leaderboard (728x90)	€ 12,00	€ 15,00	€ 19,00
	Rectangle (300x250)	€ 16,00	€ 20,00	€ 26,00
	Billboard (970x250)	€ 30,00	€ 35,00	€ 44,00
	Panorama (980x120)	€ 40,00	€ 45,00	€ 50,00
	Parade (980x400)	€ 45,00	€ 50,00	€ 60,00
Programmatic (dealID)	Leaderboard (728x90)	€ 7,50	€ 10,00	€ 20,00
	Rectangle (300x250)	€ 10,00	€ 12,50	€ 15,00
	Billboard (970x250)	€ 15,00	€ 17,50	€ 22,50
	Panorama (980x120)	n/a	n/a	n/a
	Parade (980x400)	n/a	n/a	n/a
Reach extension	Leaderboard (728x90)	n/a	€ 12,50	€ 15,00
	Rectangle (300x250)	n/a	€ 15,00	€ 17,50
	Billboard (970x250)	n/a	€ 17,50	€ 22,00
	Panorama (980x120)	n/a	€ 22,50	€ 25,00
	Parade (980x400)	n/a	€ 25,00	€ 30,00
Audience retargeting	30 days recency	n/a	€ 6,00	€ 8,00
	21 days recency	n/a	€ 8,00	€ 10,00

Terms and conditions on the next page.



# Terms and conditions

- Advertising inventory is offered on three levels:
  - ROS = Run of Site. The ad is displayed randomly across the whole site of Vertaa.fi.
  - ROC = Run of Channel. The ad is displayed randomly within a the selected theme / area of interest of the visitor.
  - TOC = Target on Category. The ad is displayed in a narrowly targeted product group / category.
- Purchasing inventory on Vertaa.fi can only be done on CPM basis.
- The minimum spend per i/o based campaign is € 1.500,-
- The maximum SOV (Share of Voice) on each target level is 50%
- Frequency capping on request and can result in a CPM uplift
- Road blocking on request
- Banner materials need to be available for Vertaa.fi 2 working days before the campaign starts and need to comply with the requirements as defined by Vertaa.fi
- All Materials need to support SSL (Https)