

KPY NOVAPOLIS
CAMPUS MEDIA



MEDIACARD 2022



MEDIATEKO



KPY Novapolis Campusmedia

KPY Novapolis is a modern campus operating in the Kuopio area, that provides business and expert services to companies on three different campuses. The premises currently house 200 companies and communities. The facilities are also used by local educational institutions.

In the future, the Savilahti area will connect educational institutions and companies even more strongly, when the premises of many educational institutions, residential buildings and jobs are being built in the area. There are currently a total of about 20,000 actors in the Savilahti area such as Savonia University of Applied Sciences, the University of Eastern Finland, KPY Novapolis and numerous research centers and technology companies.

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The prices of the single products as well as more information can be found [in our online store](#), where you can also build the media packages you want by using the design tool.

KPY Novapolis tenants receive a -50% price advantage on campus media campaigns!



KPY Novapolis

Media surfaces

Digital LED-billboards

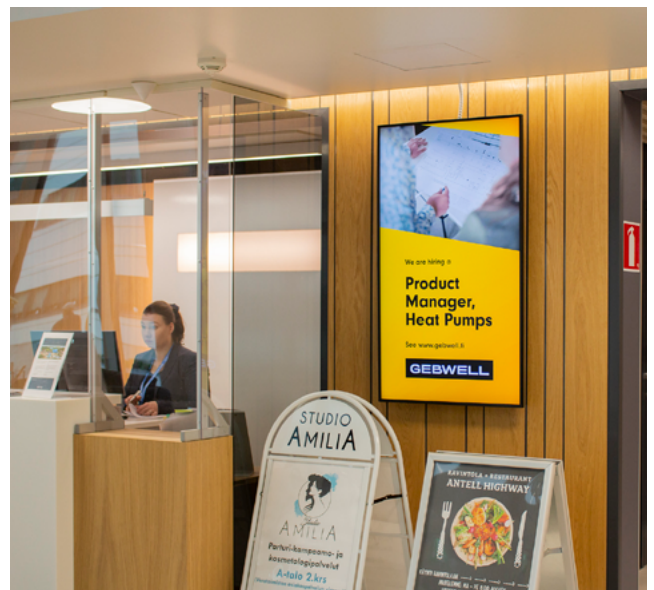
Stunning digital giant screens in the most prominent places on the Mikrokatu and Viestikatu campuses.

The 73 m2 giant screen on Mikrokatu can also be seen on the busy Savilahti road. You can purchase outdoor screens separately or combine indoor screens with visibility.



Digital pylons

Digital pylons are located in the busiest lobby areas of the three campuses, where companies are also informed about important things happening on campuses.





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Locations

Location	Indoor screen	Outdoor screen
Microkatu	4	1
Viestikatu	4	1
Lentokapteeni	1	
TOTAL	9	2

Microkatu campus area

The Microkatu campus is located in Savilahti, along a busy main road just opposite Kuopio's Prisma. The University of Eastern Finland, Savonia University of Applied Sciences and Savo Consortium for Education are located on the Microkatu campus together with more than 150 companies and communities.

Viestikatu campus area

The Viestikatu campus is located close to the Microkatu campus and offers to companies customized space solutions as well as a "Novaoffice" community in the future, centered on a comfortable shared lounge.

Lentokapteeni campus area

Lentokapteeni's premises are located a 15-minute drive from the center of Kuopio, offering modern office solutions for companies that value good logistics connections. The campus is surrounded by a developing business area with significant energy companies, Kuopio Airport and the Karelian Air Force.



Media prices

KPY NOVAPOLIS - 11 screens All locations and all screens

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	2 700 e	1 350 e	34 140	1 113 820
2 weeks	4 320 e	2 160 e	68 280	
4 weeks	7 560 e	3 780 e	136 560	
10 weeks	15 390 e	7 695 e	341 400	

KPY NOVAPOLIS - 9 screens Indoor screens

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	450 e	225 e	24 200	90 000
2 weeks	720 e	360 e	48 400	
4 weeks	1 260 e	630 e	96 800	
10 weeks	2 565 e	1 283 e	242 000	

KPY NOVAPOLIS - 1 screen Microkatu outdoor screen 73m²

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	2 050 e	1 025 e	5 470	1 000 020
2 weeks	3 280 e	1 640 e	10 940	
4 weeks	5 740 e	2 870 e	131 280	
10 weeks	11 685 e	5 843 e	54 700	

KPY NOVAPOLIS - 1 screen Viestikatu outdoor screen 10m²

Campaign period	10 s spot	Price advantage -50% for tenants	Spots total	OTC
1 week	500 e	250 e	5 470	23 800
2 weeks	800 e	400 e	10 940	
4 weeks	1 400 e	700 e	131 280	
10 weeks	2 850 e	1 425 e	54 700	

Loop lenght 70s.

Attaching and maintenance 90e / post.
Price advantage -50% for tenants. Example price for a 10 s spot.

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