

Finland's fastest-growing sports media.

Sports clubs and teams share campaigns in their own social channels, with their own voice. Visibility across sports community channels works better than ad placements. Sport Vertical connects clubs' social channels into a media network that reaches enthusiasts and families authentically and trustworthily.

Community is the most impactful media.

Sport Vertical is an activation network built around sports communities, connecting brands and clubs. When the message comes from your own club, it gets noticed, trusted and shared. Advertisers get a controlled, effortless and measurable way to be part of sports communities - priced per impression.

Pricing

Media is priced based on delivered impressions. The media budget is determined by the desired impression volume. Targeting does not affect pricing. Club coverage and optional TGC production are priced separately.

Campaign impressions	CPM / 1,000
40,000 - 100,000	€42
100,001 - 250,000	€38
250,001 - 500,000	€34
500,001 +	€29

Targeting at no extra cost

- Geographic: city or region
- Sport-based targeting
- Adults only: junior teams excluded
- Combined targeting, e.g. city + sport

Sport Vertical curates communities that match the objectives, and the advertiser selects from them.

Purchased impressions are a guaranteed campaign minimum. Actual delivery can exceed it at no extra cost.

Example campaigns

LOCAL	TARGETED	NATIONAL
40K+ minimum impressions	150K+ minimum impressions	600K+ minimum impressions
€2,500+ 1 community Quick campaign launch	€7,000+ 2-5 communities Region or sport	€25,000+ 8-20+ communities Broad brand campaign

Indicative investment. The final proposal depends on media, club coverage and content production.

Campaign delivery includes

Asset editing for sports communities' social channels • Publishing coordination, scheduling and tracking • Post-campaign reporting
• Brand-safe execution • Visibility across sports community channels

Club coverage pricing

Club coverage is the number of clubs taking part in a campaign. Coverage is priced per participating club: each club is charged according to its applicable pricing tier.

Club coverage	Price per club
Clubs 1-3	€150
Clubs 4-7	€100
Clubs 8-15	€75
Clubs 16-25	€50
More than 25 clubs	Request a quote

The price per additional club decreases as coverage grows. The coverage fee is separate from the media budget: it does not change the media CPM or the campaign's impression volume.

The advertiser can select clubs

Selections are subject to availability and participation confirmation. Impressions are delivered and optimised across the campaign as a whole. No separate impression volume or club-specific reach guarantee is provided for an individual club.

TGC production fee

€450 per club

Team Generated Content is content produced by the clubs and teams themselves. A player, coach or team representative shoots a video and delivers the advertiser's message in their own voice.

For the entire club coverage

- TGC is selected for the campaign's entire club coverage.
- Every participating club creates its own content.
- Content is specific to that club and is not published in other clubs' channels.

The production fee includes

- Club briefing
- Production coordination
- One approval round

Corrections and new versions

Errors that do not comply with the brief are corrected free of charge. Changes to an approved brief, or new versions requested for content that complies with the approved brief, are charged separately.

Total campaign investment

Media + club coverage + selected content production

Targeting adds no fee. TGC production: €450 × the number of participating clubs. Sport Vertical Creators production is priced by quotation.

1 Advertiser's video

The advertiser delivers the video. Sport Vertical appends a CTA frame.

2 Advertiser's image

The advertiser delivers the image. Sport Vertical appends a CTA frame.

3 Sport Vertical Creators

Professional influencer-style video and post copy. CTAs are built into the content, with no separate frame. Production is an additional fee - request a quote.

4 TGC - Team Generated Content

Each club shoots its own video and delivers the message in its own voice. CTAs are built into the content, with no separate frame. TGC for the entire club coverage: €450 per club.



Technical requirements

- PNG / JPG / MP4
- 1080 × 1350 (4:5) or 1080 × 1920 (9:16)
- RGB
- File name: Client + Campaign

4:5

1080 × 1350

9:16

1080 × 1920

Process

1. The advertiser delivers materials to aineistot@sportvertical.fi.
2. Sport Vertical builds the asset and gets advertiser approval. One approval round.
3. Sports communities publish the campaign in their social channels following Sport Vertical's brief.
4. Reporting after the campaign.

Asset delivery: aineistot@sportvertical.fi

Video asset

- Deliver video per the technical requirements.
- Maximum length: 30 seconds.
- Consider Feed / Reels, production sizes and safe areas.
- Also deliver the post copy. Sport Vertical can help with wording.

Sport Vertical adds a still-image CTA frame at the end of the video.

Image asset

- Deliver image per the technical requirements.
- Consider Feed / Story, production sizes and safe areas.
- Also deliver the post copy. Sport Vertical can help with wording.

Sport Vertical adds a still-image CTA frame after the image.

Sport Vertical Creators

Sport Vertical's creator team produces a professional influencer-style video and post copy.

The advertiser delivers

- Campaign core message
- Optional script draft
- Product or service information
- Visual or tonal preferences

Sport Vertical's role

- Refines the message into an influencer-style narrative.
- Produces a high-quality, visually polished video and post copy.
- Builds CTAs into the content itself.

Brand presence: subtle and professional, e.g. a hoodie.

Style: premium and influencer-like; clear, rhythmic and easy to watch. Not overproduced.

TGC - Team Generated Content

The advertiser delivers

- Short, clear text suitable for speaking.
- Wording that fits the community's voice.
- Sport Vertical can help fine-tune the text.

Video execution and style

- A player, coach or team representative shoots the video.
- Authentic, spontaneous and true to the community. The community publishes the video itself.
- No separate CTA frame, graphics or brand elements. Focus on speech and presence.

TGC covers the entire campaign. Each club creates its own content for its own channels only. See page 2 for pricing, approval and correction terms.