



World Village Festival **16.–17.5.2026** Lasipalatsi District and Narinkka Square, Helsinki



Festival Screens Media Kit 2026

Reach thousands of festival visitors interested in culture, the environment, sustainable development, and working for a more just world by advertising on the screens at World Village Festival.

1920 x 1080

1080
x
1920

The admission free festival will be held in Lasipalatsi District and Narinkka Square in central Helsinki. The screens are located:

- In Lasipalatsi Square, next to the Music Stage – a silent horizontal screen
- At the Speaker's Stage located in Bio Rex Auditorium and on the talks and discussions programme online stream – a horizontal screen with sound
- In the Bio Rex Foyer – a vertical screen without sound

Repeats

The material will be shown on the festival's three screens during the festival's opening hours on May 16–17 2026, 11–21 on Saturday and 11–19 on Sunday, at least 100 times in total, as well as on the Talks and Discussions online stream.

The ad compilation will run on the Bio Rex Foyer screen throughout the festival. On the Music Stage and Speaker's Stage screens, as well as in the Talks and Discussions online stream, the ad compilation will run during programme breaks.

Prices

20-second advertisement x 100 repetitions €2,900
10-second advertisement x 100 repetitions €1,800

Festival exhibitors and partners, as well as Fingo's member organisations and supporting members, are eligible for a 40% discount on the price.

MATERIAL REQUIREMENTS

We recommend video material, but the material can also be a still image or, for example, a series of three still images.

Video and image sizes

Two materials:

Horizontal 1920 x 1080

Vertical 1080 x 1920

Sound

Horizontal material should have sound. If the material does not have sound, neutral music will be added to Speaker's Stage screen and online stream compilation during the advertisement.

The Music Stage and Bio Rex Foyer advertisement compilations will be played without sound due to the general sound level at the festival site. Sound is removed from the ad compilations during the production phase.

Formats for videos

Aspect ratio for horizontal ads: true/widescreen 16:9 (image is not stretched)
QuickTime (mov), h.264

File formats for still images

Aspect ratio for horizontal ads: true/widescreen 16:9 (image is not stretched)
File format: jpeg, png
RGB colour system (no vector graphics or CMYK colour system)

Other considerations

On the Music Stage screen, approximately 20 pixels are cropped from all edges of the image, so it is not advisable to place any essential content at the edges of the image.
Recommended font: As thick as possible, e.g., Arial and Verdana (preferably bold)
Recommended minimum height for text: 40 pixels
Recommended minimum text height: 40 pixels



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Performance rights and disclaimer

The advertiser is responsible for acquiring the ownership and/or usage rights to the material, as well as the necessary copyrights, patents, and other protective rights. Fingo reserves the right, without liability for compensation, to postpone the presentation of advertisements or suspend the campaign if special reasons so require. Fingo disclaims responsibility for third-party copyright claims and primary rights of use, which must be held by the provider of the material. The advertiser is responsible for the content of the advertising. Advertisements must comply with laws, regulations, international advertising rules, and the regulations of the Consumer Affairs and other authorities.

SCHEDULES AND DELIVERY OF MATERIAL

Advertisement space reservations: January 15–April 10, 2026 using the online form at maailmakylassa.fi/en/price-list/

Delivery of material: by Thursday, April 23, 2026, using the same reservation online form.

Cancellation policy: Reserved and email-confirmed advertising space can be cancelled free of charge until Friday, April 10, 2026. After this date, cancelled reservations will be charged at 100%.

Further information

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Subject to change.



Event organized by

fingo