



Network	Geographic	Type of screens	Categories	Footfall	Locations	Municipalities	Period	Screens	Price
OCEAN GEOGRAPHIC									
National		Reach	Malls, Train Stations, Airports & Street	16 545 000	162	62	7 days	1 034	1 968 000
Metropolitan		Reach	Malls, Train Stations & Street	11 467 000	72	23	7 days	658	1 465 000
Stockholm		Reach	Malls, Train Stations & Street	8 887 000	54	18	7 days	503	1 167 000
OCEAN POINT OF SALE									
Malls	National	Reach	Malls	8 927 000	98	49	7 days	788	1 296 000
Malls	Metropolitan	Reach	Malls	5 965 000	55	23	7 days	503	940 000
Malls		Impact	Malls	5 028 000	18	16	7 days	26	199 000
ICA Store	National	Reach	ICA	8 500 000	490	210	7 days	1 700	480 000
ICA Checkout	National	Reach	ICA	7 180 000	370	186	7 days	1 050	270 000
Point of Sale	National	Reach	Malls, Train Stations & Street	10 917 000	78	35	7 days	730	1 364 000
Point of Sale	Metropolitan	Reach	Malls, Train Stations & Street	9 390 000	54	22	7 days	571	1 187 000
Pharmacy	National	Reach	Malls, Train Stations & Street	13 386 000	94	46	7 days	887	1 631 000
Pharmacy	Metropolitan	Reach	Malls, Train Stations & Street	10 361 000	65	23	7 days	618	1 295 000
OCEAN TRANSIT									
Train Stations	National	Reach	Train Stations	5 600 000	32	30	7 days	200	551 000
Train Stations	Metropolitan	Reach	Train Stations	3 900 000	9	7	7 days	141	440 000
Train Stations	Metropolitan	Impact	Train Stations	3 900 000	9	7	7 days	12	102 000
Airports		Reach	Airports	76 000	14	14	7 days	22	18 000
OCEAN STREET									
Icons	Stockholm	Impact	Malls & Street	3 768 000	3	2	7 days	3	200 000
Street	Stockholm City	Reach	Street		7	1	7 days	14	85 000
Street		Impact	Street		10	7	7 days	11	115 000
Roadside	Metropolitan	Impact	Roadside, Street & Malls		38	9	7 days	36	500 000

OCEAN SELECT

UNLEASH THE FULL POTENTIAL OF OOH - CUSTOMIZE BASED ON YOUR NEEDS

SELECT LOCATIONS, DAYPARTS/WEEKPARTS AND UNLIMITED NUMBER OF MATERIALS

BANNERS


	Type	Categories	Footfall	Format	Period	Banners	Price
OCEAN STREET // \							
STOCKHOLM							
Stureplan 2	Banner	Street	900 000	1400x850 cm	14 days	1	645 000
Stureplan 15	Banner	Street	900 000	1000x750 cm	14 days	1	675 000
Medborgarplatsen	Banner	Street	740 000	2000x560 cm	14 days	1	425 000
NK A + B	Banner	Street	2 195 000	2400x660 cm + 1650x660 cm	14 days	2	645 000
Sergel C	Banner	Street	2 714 600	2750x680 cm	14 days	1	425 000
Odenplan	Banner	Street	400 000	490x1300 cm	14 days	1	285 000
Hötorget	Banner	Street	800 000	1000x700 cm	14 days	1	425 000
Kungsgatan	Banner	Street	300 000	600x800 cm	14 days	1	250 000
Sverigehuset	Banner	Street	1 400 000	400x500 cm + 400x500 cm	14 days	2	385 000
Essingen	Banner	Roadside	2 750 000	1200x985 cm	14 days	1	230 000
Roslagstull	Banner	Roadside	3 824 660	700x970 cm	14 days	1	230 000
Värmdöleden	Banner	Roadside	689 000	1000x1380 cm	14 days	1	230 000
Mörby Centrum	Banner	Roadside	748 000	3000x950 cm	14 days	1	230 000
Norrstull	Banner	Roadside	980 000	1800x900 cm	14 days	1	255 000
Drottningholmsvägen	Banner	Roadside	1 153 000	450x850 cm	14 days	1	230 000
Kungsträdgården Trekantspelare	Banner	Street	600 000	450x560 cm x 3	7 days	3	399 000

BANNERS


	Type	Categories	Footfall	Format	Period	Banners	Price
OCEAN STREET / \							
GOTHENBURG							
Kungsportsplatsen	Banner	Street	420 000	500x1000 cm	14 days	1	460 000
Magasinsgatan	Banner	Street	98 000	900x600 cm	14 days	1	270 000
Scandinavium	Banner	Roadside	250 000	1100x700 cm	14 days	1	230 000
MALMÖ							
Södergatan	Banner	Street	400 000	490x990 cm	14 days	1	275 000
Centralstationen A + B	Banner	Street	250 000	450x1000 cm + 2000x750 cm	14 days	2	600 000
Centralstationen B	Banner	Street	250 000	2000x750 cm	14 days	1	310 000
Gustav Adolfs Torg A + B	Banner	Street	350 000	400x700 cm + 350x1000 cm	14 days	2	275 000
Södervärn	Banner	Roadside	200 000	1000x1000 cm	14 days	1	230 000

*All included
*Standard Artwork



Network	Geographic	Type of Panels	Categories	VAC-reach %	VAC-reach	VAC-frequency	VAC-contacts	Period	Panels	Price
OCEAN GEOGRAPHIC										
National		Reach	Transit & Street	32%	1 459 000	12	17 917 000	7 days	266	647 600
Metropolitan		Reach	Transit & Street	44%	1 300 231	11	14 936 000	7 days	203	603 000
Stockholm		Reach	Transit & Street	60%	1 026 900	11	11 693 900	7 days	158	453 000
OCEAN TRANSIT										
Train Stations	National	Reach	Transit	18%	825 200	12	10 046 800	7 days	158	295 000
Train Stations	Metropolitan	Reach	Transit	19%	572 600	16	8 864 700	7 days	115	269 000
Train Stations	Stockholm	Reach	Transit	18%	301 300	20	5 916 500	7 days	70	192 000
Train Stations	Gothenburg	Reach	Transit	13%	96 100	10	960 000	7 days	15	31 000
Train Stations	Malmö	Reach	Transit	25%	121 700	16	1 907 000	7 days	24	62 000
OCEAN STREET										
Stockholm City	Stockholm	Reach	Street	41%	697 200	6	4 470 800	7 days	60*	232 000
Stockholm Regional	Stockholm	Reach	Street	33%	563 200	3	1 684 900	7 days	42	102 000


*incl DOOH Stockholm City (14 screens)

MURALER

		Type	Categories	Footfall	Format	Period	Banners	*Price
OCEAN STREET /:								
Hornstull	Stockholm	Mural	Street	364 000	See separate PDF	Min. 14 days	1	From 550 000
Kungsgatan	Stockholm	Mural	Street	150 000	See separate PDF	Min. 14 days	1	From 550 000
Hötorget	Stockholm	Mural	Street	400 000	See separate PDF	Min. 14 days	1	From 650 000
Götgatsbacken	Stockholm	Mural	Street	370 000	See separate PDF	Min. 14 days	1	From 600 000
Nybrogatan	Stockholm	Mural	Street	316 575	See separate PDF	Min. 14 days	1	From 650 000
Grev Turegatan	Stockholm	Mural	Street	300 000	See separate PDF	Min. 14 days	1	From 550 000
Waterfront	Stockholm	Mural	Street		See separate PDF	Min. 14 days	1	From 600 000
Dalagatan	Stockholm	Mural	Street	700 000	See separate PDF	Min. 14 days	1	From 400 000
Svartensgatan	Stockholm	Mural	Street	900 000	See separate PDF	Min. 14 days	1	From 600 000
Södermannagatan	Stockholm	Mural	Street	200 000	See separate PDF	Min. 14 days	1	From 650 000
Torsgatan	Stockholm	Mural	Street	600 000	See separate PDF	Min. 14 days	1	From 700 000

*All included
*Standard Artwork

STATION DOMINATION

Network		Type	Categories	VAC-reach %	VAC-reach	VAC-frequency	VAC-contacts	Period	Screens	Price
OCEAN TRANSIT 										
National	DOOH & OOH	Reach & Impact	Train Stations	22%	1 040 400	14,1	14 651 200	7 days	390	795 000
Metropolitan	DOOH & OOH	Reach & Impact	Train Stations	26%	775 200	16,6	12 889 300	7 days	275	695 000
Stockholm	DOOH & OOH	Reach & Impact	Train Stations	28%	477 300	18,6	8 871 200	7 days	156	549 000
Gothenburg	DOOH & OOH	Reach & Impact	Train Stations	14%	108 300	14,4	1 553 800	7 days	42	169 000
Malmö	DOOH & OOH	Reach & Impact	Train Stations	27%	135 200	17,6	2 373 900	7 days	50	179 000