



# Fridhemsplan

STOCKHOLM

## SITE DESCRIPTION

Visibility towards Sankt Eriksplan and Sankt Eriksbron. Busy crossing of Fleminggatan and Sankt Eriksgatan, and next to Västermalmsgallerian for local busses, also a popular living area.

## LOCATION

City

## PERIOD

1 - 4 weeks

## FOOTFALL

350 000 / week

## AVAILABILITY

Contact Ocean

## SIZE

500 x 1200 cm  
(60 sqm)

## ADDRESS

Sankt Eriksgatan/  
Fleminggatan  
([view map](#))





# Artwork Specifications

FRIDHEMSPLAN, STOCKHOLM

## FORMAT

High resolution print-ready PDF - CMYK.

Keep all layers in the file.

The artwork should be without marks and bleeds.

For best results, save the file without a profile (no color conversion).

If you need to add a profile use ISO Coated V2.

Vectorize all paths for text/fonts.

Always include PMS reference for specific colors such. the color of the logo and background. If you wish to send a color proof we need to have it 3 weeks before delivery date.

## SIZE & RESOLUTION

500 x 1200 cm (60 sqm)

It is possible to scale down artwork according below:

Scale	Percent	Minimum resolution
1:1	100%	23 ppi
1:10	10%	230 ppi

## DELIVERY

Submit artwork using [oo-se.wetransfer.com](https://oo-se.wetransfer.com)

## DELIVERY DATE

14 days prior to the campaign start, unless otherwise agreed separately.

## QUESTIONS

Ad Operations

[adops@oceanoutdoor.se](mailto:adops@oceanoutdoor.se)