



Network	Geographic	Type of screens	Categories	Footfall	Locations	Municipalities	Period	Screens	Price
OCEAN GEOGRAPHIC									
National		Reach	Malls, Train Stations, Airports & Street	15 800 000	150	61	7 days	1 004	1 871 000
Metropolitan		Reach	Malls, Train Stations & Street	11 100 000	69	23	7 days	631	1 384 000
Stockholm		Reach	Malls, Train Stations & Street	8 500 000	52	18	7 days	476	1 087 000
OCEAN POINT OF SALE									
Malls	National	Reach	Malls	8 600 000	96	49	7 days	767	1 219 000
Malls	Metropolitan	Reach	Malls	5 600 000	53	23	7 days	476	857 000
Malls		Impact	Malls	5 028 000	18	16	7 days	26	198 000
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	10 600 000	77	35	7 days	716	1 305 000
Point of Sale	Metropolitan	Reach	Malls, Train Stations & Street	9 111 000	52	22	7 days	551	1 121 000
Pharmacy	National	Reach	Malls, Train Stations & Street	12 900 000	93	46	7 days	875	1 575 000
Pharmacy	Metropolitan	Reach	Malls, Train Stations & Street	10 100 000	63	23	7 days	600	1 234 000
OCEAN TRANSIT									
Train Stations	National	Reach	Train Stations	5 600 000	32	30	7 days	200	550 000
Train Stations	Metropolitan	Reach	Train Stations	3 900 000	9	7	7 days	152	442 000
Train Stations	Metropolitan	Impact	Train Stations	3 900 000	9	7	7 days	141	85 000
Airports		Reach	Airports	76 000	15	15	7 days	23	16 000
OCEAN STREET									
Icons	Stockholm	Impact	Malls & Street	4 400 000	4	2	7 days	4	275 000
Street	Stockholm City	Reach	Street		7	1	7 days	14	85 700
Street		Impact	Street		10	7	7 days	11	97 000
Roadside	Metropolitan	Impact	Roadside		28	6	7 days	28	288 000

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	630 000
Stureplan 15	Banner	Street	900 000	1000x750 cm	14 days	1	660 000
Medborgarplatsen	Banner	Street	740 000	2000x560 cm	14 days	1	410 000
NK A + B	Banner	Street	2 195 000	2400x660 cm + 1650x660 cm	14 days	2	635 000
NK A	Banner	Street	2 195 000	2400x660 cm	14 days	1	495 000
NK B	Banner	Street	2 195 000	1650x660 cm	14 days	1	460 000
Sergel C	Banner	Street	2 714 600	2750x680 cm	14 days	1	410 000
Odenplan	Banner	Street	400 000	490x1300 cm	14 days	1	269 000
Hötorget	Banner	Street	800 000	1000x700 cm	14 days	1	410 000
Kungsgatan	Banner	Street	300 000	600x800 cm	14 days	1	230 000
Sverigehuset	Banner	Street	1 400 000	400x500 cm + 400x500 cm	14 days	2	385 000
Jarlaplan	Banner	Street	427 700	1500x700 cm	14 days	1	230 000
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
Norrtull	Banner	Roadside	980 000	1800x900 cm	14 days	1	255 000
Vallstanäs Arlanda	Banner	Roadside	1 092 000	660x1200cm x 2 + 710x1200 cm	14 days	3	265 000
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	440 000
Magasinsgatan	Banner	Street	98 000	900x600 cm	14 days	1	250 000
Scandinavium	Banner	Roadside	250 000	1100x700 cm	14 days	1	199 000
MALMÖ							
Södergatan	Banner	Street	400 000	490x990 cm	14 days	1	259 000
Centralstationen A + B	Banner	Street	250 000	450x1000 cm + 2000x750 cm	14 days	2	580 000
Centralstationen B	Banner	Street	250 000	2000x750 cm	14 days	1	294 000
Gustav Adolfs Torg A + B	Banner	Street	350 000	400x700 cm + 350x1000 cm	14 days	2	259 000
Södervärn	Banner	Roadside	200 000	1000x1000 cm	14 days	1	230 000

*All inclusive



Network	Geographic	Type of Panels	Categories	VAC-reach %	VAC-reach	VAC-frequency	VAC-contacts	Period	Panels	Price
OCEAN GEOGRAPHIC										
National		Reach	Transit & Street	40%	1 837 000	11	21 858 000	7 days	366	754 000
Metropolitan		Reach	Transit & Street	54%	1 595 100	13	19 960 900	7 days	323	719 000
Stockholm		Reach	Transit & Street	60%	1 026 900	11	11 693 900	7 days	158	453 000
Malmö		Reach	Transit & Street	86%	427 000	19	8 040 600	7 days	144	252 000
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%	557 200	3	1 661 900	7 days	42	83 000
Malmö City	Malmö	Reach	Street	79%	388 500	16	6 133 600	7 days	120	199 000


*incl DOOH Stockholm City (14 screens)

MURALS

Geographic	Type	Categories	Footfall	Format	Period	Murals	Price
OCEAN STREET							
Hornstull	Stockholm	Mural	Street	364 000	See separate PDF	Min. 14 days	1 From 450 000
Kungsgatan	Stockholm	Mural	Street	150 000	See separate PDF	Min. 14 days	1 From 500 000
Hötorget	Stockholm	Mural	Street	400 000	See separate PDF	Min. 14 days	1 From 550 000
Götgatsbacken	Stockholm	Mural	Street	370 000	See separate PDF	Min. 14 days	1 From 500 000
Nybrogatan	Stockholm	Mural	Street	316 575	See separate PDF	Min. 14 days	1 From 500 000
Jarlaplan	Stockholm	Mural	Street	213 850	See separate PDF	Min. 14 days	1 From 500 000

*All included

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