



PHOTO: SPOTIFY

# Jarlaplan

STOCKHOLM

## SITE DESCRIPTION

Big site in front of large crossing by Jarlaplan. Reaches all cartrafic on large route to citycenter along Birger Jarlsgatan. Site gives great visibility towards both car traffic and pedestrians.

## TARGET GROUP

City

## REACH

427 700 / 2 weeks

## SIZE

1500 x 700 cm (105 sqm)

## PERIOD

2 - 4 weeks

## AVAILABILITY

Contact Ocean

## ADDRESS

Birger Jarlsgatan 66  
(view map)



PHOTO: CHEVROLET

# Artwork Specifications

JARLAPLAN, 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.

## SIZE & RESOLUTION

1500 x 700 cm (105 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](mailto:oo-se.wetransfer.com)

Recipient [ocean-delivery@oceanoutdoor.se](mailto:ocean-delivery@oceanoutdoor.se)

## DELIVERY DATE

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

## QUESTIONS

Veronica Cardona

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[original@oceanmediatech.com](mailto:original@oceanmediatech.com)

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. Send to:

Ocean Mediatech  
Att: Veronica Cardona  
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SE-115 56 Stockholm