

# MATERIAL SPECIFICATION – OOH

## EUROSIZ – CENTRAL STATIONS

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### Delivery of printed materials and proof

No later than 14 working days prior to the start of the campaign: Send low-resolution PDF's and set of instructions to [dooh-delivery@oceanoutdoor.se](mailto:dooh-delivery@oceanoutdoor.se) Deliver posters to Entevor no later than 10 days prior to the start of the campaign.

### Material

Posters should be printed on 135-150 gram coated and woodchip-free paper. Please note! that the paper used should be suitable for backlit posters. All posters must be delivered flat. From an environmental standpoint we recommend FSC or CO2 neutral paper

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### Printing

The printing should be suitable for backlighting. The poster supplier must make sure that Visual Art and Entevor regularly receive relevant safety data sheets about the inks used. Delivery of posters printed with colours whose content, solvents, etc. are classified as hazardous will not be used by Visual Art and Entevor.

### Circulation/edition

To enable maintenance/replacement during the campaign period, in addition to the booked net number of prints, materials supplied should contain an additional 20% extra copies. See below, the number of copies for each series incl. extra prints. Please note! The number of posters below is per campaign week, as we have scrolling frames.

Grand central national: 170 pcs (per campaign week)

Grand central city 130 pcs (per campaign week)

### Important information

Delivery later than the date stated, incorrectly delivered materials, mislabelling, or lack of promotional information will entail an additional cost to the purchaser and possible delay of the campaign. Any deviation from the original order requires written agreement between the purchaser and Ocean Outdoor, with a copy to Entevor.

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**Packing slip**

Upon delivery of printed materials a delivery note must be attached with the following information:

- Date
- From which printer
- Advertiser/campaign name
- Jernhusen Media's order number
- No. of posters, packages, motifs
- Signature with printed name and contact details

**Delivery Address**

Entevor AB  
Cementvägen 4  
136 50 Jordbro  
Tel: 08-504 100 4

**Original production**

Format/printed area 1185 x 1750 mm, visible surface 1160 x 1720 mm, artwork 100%, resolution: 60 dpi.

NOTE: No later than 14 days prior to the start of the campaign, low-resolution PDFs and set of instructions must be sent by e-mail to: [dooh-delivery@oceanoutdoor.se](mailto:dooh-delivery@oceanoutdoor.se)

All originals must be marked: - Campaign name - Week number - Motif designation (A, B, C, etc.) and this marking information must be visible in two places: the vertical top right corner and horizontally on the bottom right (see sketch below). Please write the label in capital letters so that the text is about 1 cm high.

