

PHOTO: EASYPARK

Essingeleden

STOCKHOLM

SITE DESCRIPTION

Highly trafficated road E20 in front of the banner with over 125 000 cars passing each day, often cues and slow moving traffic.

TARGET GROUP

Car traffic E4 northbound

REACH

2 275 000 / 2 weeks

SIZE

1400 x 985 cm
(133 sqm)

PERIOD

2 - 4 weeks

AVAILABILTY

Contact Ocean

ADDRESS

Essinge brogata 22
(view map)

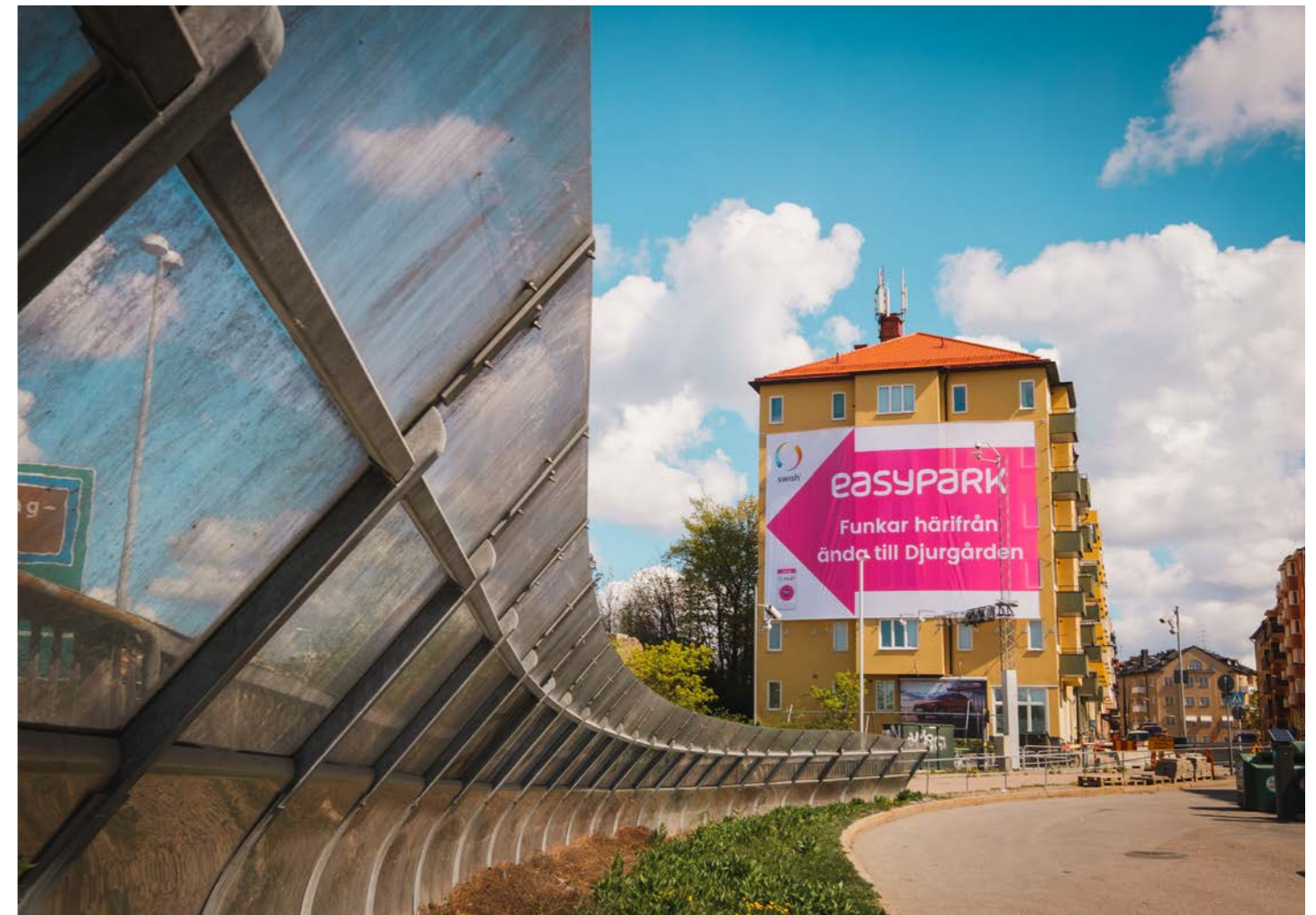


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Artwork Specifications

ESSINGELEDEN, 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 dellivery date. Send to:

Ocean Outdoor Sweden AB

Att: Ad Operations

Hälsingegatan 45

SE-113 31 Stockholm

SIZE & RESOLUTION

1400 x 985 cm (133 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

DELIVERY DATE

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

QUESTIONS

Ad Operations
adops@oceanoutdoor.se