



PHOTO: HUAWEI

Kungssportsplatsen

GÖTEBORG

SITE DESCRIPTION

Optimal location in the middle of Kungssportsplatsen, opposite the bus and tram terminal in the square. Visible from Östrahamngatan, Kungstorget and Kungssportsbron. In the middle of Göteborg City, with all pedestrian traffic from Nordstan, NK, within the Vallgraven and in the hub of nightlife, business people and tourists. Most bus lines pass as well as trams and cars.

TARGET GROUP

Top location city

REACH

420 000 / 2 weeks

SIZE

500 x 1000 cm (50 sqm)

PERIOD

2 - 4 weeks

AVAILABILITY

Contact Ocean

ADDRESS

Östra Hamngatan 42
(view map)



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Artwork Specifications

KUNGSPORTSPLATSEN, GÖTEBORG

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

500 x 1000 cm (50 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

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 Outdoor Sweden AB

Att: Ad Operations

Hälsingegatan 45

SE-113 31 Stockholm