



PHOTO: KLARNA

# Magasinsgatan

GÖTEBORG

## SITE DESCRIPTION

Large site in trendy area in central Gothenburg. Several restaurants and interior design shops on the same street. NOTE! Area within the Cultural Class area why there are special requirements for designing the ad! Must be approved before booking can be confirmed!

## TARGET GROUP

City shopping

## REACH

120 000 / 2 weeks

## SIZE

900 x 600 cm (54 sqm)

## PERIOD

2 weeks

## AVAILABILITY

Contact Ocean

## ADDRESS

Magasinsgatan 15  
(view map)



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# Artwork Specifications

MAGASINSGATAN, 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

900 x 600 cm (54 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)

## DELIVERY DATE

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

## QUESTIONS

Ad Operations  
[adops@oceanoutdoor.se](mailto: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