




NETWORK	GEOGRAPHIC	TYPE OF SCREENS	CATEGORIES	FOOTFALL	LOCATIONS	MUNICIPALITIES	PERIOD	SCREENS	PRICE
OCEAN GEOGRAPHIC									
National		Reach	Malls, Train Stations, Airports & Street	16 639 000	164	63	7 days	1 060	1 983 400
Metropolitan		Reach	Malls, Train Stations & Street	11 515 000	73	23	7 days	677	1 474 000
Stockholm		Reach	Malls, Train Stations & Street	8 887 000	54	18	7 days	503	1 167 000
OCEAN POINT OF SALE									
Malls	National	Reach	Malls	9 020 000	100	50	7 days	813	1 310 400
Malls	Metropolitan	Reach	Malls	6 014 000	56	23	7 days	522	949 000
Malls		Impact	Malls	5 028 000	18	16	7 days	26	199 000
ICA Store	National	Reach	ICA	8 500 000	490	210	7 days	1 700	480 000
ICA Checkout	National	Reach	ICA	7 180 000	370	186	7 days	1 050	270 000
Point of Sale	National	Reach	Malls, Train Stations & Street	10 998 000	80	36	7 days	752	1 377 000
Point of Sale	Metropolitan	Reach	Malls, Train Stations & Street	9 438 000	55	22	7 days	590	1 196 000
Pharmacy	National	Reach	Malls, Train Stations & Street	13 467 000	96	47	7 days	909	1 644 000
Pharmacy	Metropolitan	Reach	Malls, Train Stations & Street	10 409 000	66	23	7 days	637	1 304 000
OCEAN TRANSIT									
Train Stations	National	Reach	Train Stations	5 600 000	32	30	7 days	200	551 000
Train Stations	Metropolitan	Reach	Train Stations	3 900 000	9	7	7 days	141	440 000
Train Stations	Metropolitan	Impact	Train Stations	3 900 000	9	7	7 days	12	102 000
Airports		Reach	Airports	76 000	14	14	7 days	22	18 000
OCEAN STREET									
Icons	Stockholm	Impact	Malls & Street	3 768 000	3	2	7 days	3	200 000
Street	Stockholm City	Reach	Street		7	1	7 days	14	85 000
Street		Impact	Street		10	7	7 days	11	115 000
Roadside	Metropolitan	Impact	Roadside, Street & Malls		38	9	7 days	36	500 000

OCEAN SELECT

Unleash the full potential of OOH – Customize based on your needs. Select Locations, Dayparts/Weekparts and unlimited number of materials.

LOCATION	GEOGRAPHIC	TYPE	CATEGORIES	FOOTFALL	FORMAT	PERIOD	BANNERS	PRICE
OCEAN STREET / \								
Stureplan 2	Stockholm	Banner	Street	900 000	1 400 x 850 cm	14 days	1	645 000
Stureplan 15	Stockholm	Banner	Street	900 000	1 000 x 750 cm	14 days	1	675 000
Medborgarplatsen	Stockholm	Banner	Street	740 000	2 000 x 560 cm	14 days	1	425 000
NK A + B	Stockholm	Banner	Street	2 195 000	2 400 x 660 cm + 1 650 x 660 cm	14 days	2	645 000
Sergel C	Stockholm	Banner	Street	2 714 000	2 750 x 680 cm	14 days	1	425 000
Odenplan	Stockholm	Banner	Street	400 000	490 x 1 300 cm	14 days	1	285 000
Hötorget	Stockholm	Banner	Street	800 000	1 000 x 700 cm	14 days	1	425 000
Kungsgatan	Stockholm	Banner	Street	300 000	600 x 800 cm	14 days	1	250 000
Sverigehuset	Stockholm	Banner	Street	1 400 000	400 x 500 cm + 400 x 500 cm	14 days	2	385 000
Essingen	Stockholm	Banner	Roadside	2 750 000	1 200 x 985 cm	14 days	1	230 000
Roslagstull	Stockholm	Banner	Roadside	3 824 660	700 x 970 cm	14 days	1	230 000
Värmdöleden	Stockholm	Banner	Roadside	689 000	1 000 x 1 380 cm	14 days	1	230 000
Mörby Centrum	Stockholm	Banner	Roadside	748 000	3 000 x 950 cm	14 days	1	230 000
Norrstull	Stockholm	Banner	Roadside	980 000	1 800 x 900 cm	14 days	1	255 000
Drottningholmsvägen	Stockholm	Banner	Roadside	1 153 000	450 x 850 cm	14 days	1	230 000
Kungsträdgården Trekantspelare	Stockholm	Banner	Street	600 000	450 x 560 cm x 3	7 days	3	399 000
Kungssportsplatsen	Gothenburg	Banner	Street	420 000	500 x 1 000 cm	14 days	1	460 000
Magasinsgatan	Gothenburg	Banner	Street	98 000	900 x 600 cm	14 days	1	270 000
Scandinavium	Gothenburg	Banner	Roadside	250 000	1 100 x 700 cm	14 days	1	230 000
Södergatan	Malmö	Banner	Street	400 000	490 x 990 cm	14 days	1	275 000
Centralstationen A + B	Malmö	Banner	Street	250 000	450 x 1 000 cm + 2 000 x 750 cm	14 days	2	600 000
Centralstationen B	Malmö	Banner	Street	250 000	2 000 x 750 cm	14 days	1	310 000
Gustav Adolfs Torg A + B	Malmö	Banner	Street	350 000	400 x 700 cm + 350 x 1 000 cm	14 days	2	275 000
Södervärn	Malmö	Banner	Roadside	200 000	1 000 x 1 000 cm	14 days	1	230 000


*All included
*Standard Artwork

NETWORK	GEOGRAPHIC	TYPE OF PANELS	CATEGORIES	VAC-REACH %	VAC-REACH	VAC-FREQUENCY	VAC-CONTACTS	PERIOD	PANELS	PRICE
OCEAN GEOGRAPHIC 										
National		Reach	Transit & Street	32%	1 459 000	12	17 917 000	7 days	266	647 600
Metropolitan		Reach	Transit & Street	44%	1 300 231	11	14 936 000	7 days	203	603 000
Stockholm		Reach	Transit & Street	60%	1 026 900	11	11 693 900	7 days	158	453 000
OCEAN TRANSIT 										
Train Stations	National	Reach	Transit	18%	825 200	12	10 046 800	7 days	158	295 000
Train Stations	Metropolitan	Reach	Transit	19%	572 600	16	8 864 700	7 days	115	269 000
Train Stations	Stockholm	Reach	Transit	18%	301 300	20	5 916 500	7 days	70	192 000
Train Stations	Gothenburg	Reach	Transit	13%	96 100	10	960 000	7 days	15	31 000
Train Stations	Malmö	Reach	Transit	25%	121 700	16	1 907 000	7 days	24	62 000
OCEAN STREET 										
Stockholm City	Stockholm	Impact	Street	41%	697 200	6	4 470 800	7 days	60*	232 000
Stockholm Regional	Stockholm	Reach	Street	33%	563 200	3	1 684 900	7 days	42	102 000

*Incl DOOH Stockholm City (14 screens)

LOCATION	GEOGRAPHIC	TYPE	CATEGORIES	FOOTFALL	FORMAT	PERIOD	BANNERS	PRICE
OCEAN STREET / \								
Hornstull	Stockholm	Mural	Street	364 000	See separate PDF	Min. 14 days	1	From 550 000
Kungsgatan	Stockholm	Mural	Street	150 000	See separate PDF	Min. 14 days	1	From 550 000
Hötorget	Stockholm	Mural	Street	400 000	See separate PDF	Min. 14 days	1	From 650 000
Götgatsbacken	Stockholm	Mural	Street	370 000	See separate PDF	Min. 14 days	1	From 600 000
Nybrogatan	Stockholm	Mural	Street	316 575	See separate PDF	Min. 14 days	1	From 650 000
Grev Turegatan	Stockholm	Mural	Street	300 000	See separate PDF	Min. 14 days	1	From 550 000
Waterfront	Stockholm	Mural	Street		See separate PDF	Min. 14 days	1	From 600 000
Dalagatan	Stockholm	Mural	Street	700 000	See separate PDF	Min. 14 days	1	From 400 000
Svartensgatan	Stockholm	Mural	Street	900 000	See separate PDF	Min. 14 days	1	From 600 000
Södermannagatan	Stockholm	Mural	Street	200 000	See separate PDF	Min. 14 days	1	From 650 000
Torsgatan	Stockholm	Mural	Street	600 000	See separate PDF	Min. 14 days	1	From 700 000

*All included
*Standard Artwork

NETWORK		TYPE	CATEGORIES	VAC-REACH %	VAC-REACH	VAC-FREQUENCY	VAC-CONTACTS	PERIOD	PANELS	PRICE	
OCEAN TRANSIT 											
National		DOOH & OOH	Reach & Impact	Train Stations	22%	1 040 400	14,1	14 651 200	7 days	390	795 000
Metropolitan		DOOH & OOH	Reach & Impact	Train Stations	26%	775 200	16,6	12 889 300	7 days	275	695 000
Stockholm		DOOH & OOH	Reach & Impact	Train Stations	28%	477 300	18,6	8 871 200	7 days	156	549 000
Gothenburg		DOOH & OOH	Reach & Impact	Train Stations	14%	108 300	14,4	1 553 800	7 days	42	169 000
Malmö		DOOH & OOH	Reach & Impact	Train Stations	27%	135 200	17,6	2 373 900	7 days	50	179 000