

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

1490 x 985 cm  
(147 sqm)

## PERIOD

2 - 4 weeks

## AVAILABILTY

Contact Ocean

## ADDRESS

Essinge brogata 22  
(view map)

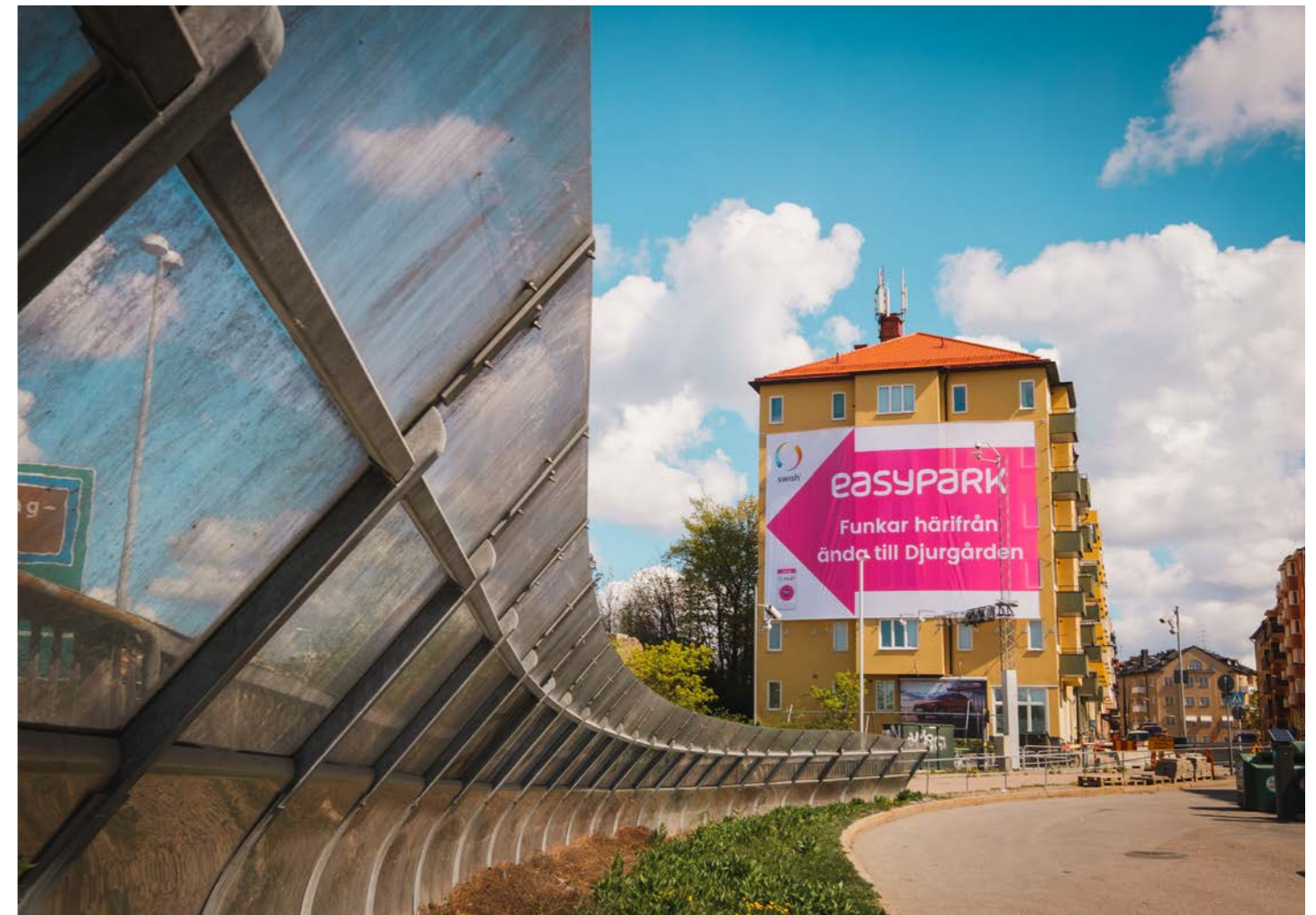


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# Artwork Specifications

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 delivery date. Send to:

Ocean Outdoor Sweden AB

Att: Ad Operations

Hälsingegatan 45

SE-113 31 Stockholm

## SIZE & RESOLUTION

1490 x 985 cm (147 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)