



PHOTO: LINDEX

# Hötorget

STOCKHOLM

## SITE DESCRIPTION

Located right in the city centre, on the main street of Kungsgatan. Overlooking the large square and market that is famous Hötorget. Right by a big movie theater, concert hall, Haymarket by Scandic, food court Kungshallarna, bus and subway station – this place is crowded from dusk until dawn.

## TARGET GROUP

City center

## REACH

800 000 / 2 weeks

## SIZE

1000 x 700 cm  
(70 sqm)

## PERIOD

1 - 4 weeks

## AVAILABILITY

Contact Ocean

## ADDRESS

Hötorget, Kungsgatan  
48 (view map)



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# Artwork Specifications

HÖTORGET, 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.

## SIZE & RESOLUTION

1000 x 700 cm (70 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

Frihamngatan 22

SE-115 56 Stockholm