



PHOTO: TOYOTA

# Scandinavium

GÖTEBORG

## SITE DESCRIPTION

Great location opposite Scandinavium for all cars towards Göteborg City on Valhallagatan. Visible from Skånegatan, Berziligatan and Valhallagatan. Most bus lines pass as well as trams and cars.

## TARGET GROUP

Car & pedestrian traffic

## REACH

250 000 / 2 weeks

## SIZE

1100 x 700 cm (77 sqm)

## PERIOD

2 weeks

## AVAILABILITY

Contact Ocean

## ADDRESS

Sten sturegatan 23  
(view map)



PHOTO: ALFA ROMEO

# Artwork Specifications

SCANDINAVIUM, 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

1100 x 700 cm (77 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