



PHOTO: ALFA ROMEO

Södervärn

MALMÖ

SITE DESCRIPTION

Great location for all car and bus services at Södervärn. The surface looks out over the bus terminal at Södervärn. Visible from Södra Förstadsgatan, Spårvägsgatan and Carl Gustafs väg. Here you will reach all the car traffic in and out of town and towards Emporia Shopping Center.

TARGET GROUP

Car & pedestrian traffic

REACH

200 000 / 2 weeks

SIZE

1000 x 1000 cm
(100 sqm)

PERIOD

2 weeks

AVAILABILITY

Contact Ocean

ADDRESS

Södervärn busstation
(view map)



PHOTO: ALFA ROMEO

Artwork Specifications

SÖDERVÄRN, MALMÖ

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 1000 cm (100 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

DELIVERY DATE

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

QUESTIONS

Ad Operations
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