



PHOTO: CARTIER

Stureplan 2

STOCKHOLM

SITE DESCRIPTION

Optimal location in the middle of Stureplan, opposite EAST above Sturehof. Visible from both Kungsgatan and Birger Jarlsgatan as well as the Mushroom meeting place. In the hub of nightlife, business people and tourists. Most bus lines pass as well as trams and cars.

TARGET GROUP

Top location city

FOOTFALL

900 000 / 2 weeks

SIZE

1400 x 850 cm
(119 sqm)

PERIOD

2 - 4 weeks

AVAILABILITY

Contact Ocean

ADDRESS

Stureplan 2 (view map)



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Artwork Specifications

STUREPLAN 2, 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

1400 x 850 cm (119 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