



PHOTO: TIBERGS

# Oscarsleden

GÖTEBORG

## SITE DESCRIPTION

One of the busiest traffic routes in Gothenburg which is also close to Inom Vallgraven and all traffic to and from the city center.

## TARGET GROUP

Car & pedestrian traffic

## PERIOD

2 weeks

## REACH

728 000 / 2 weeks

## SIZE

1500 x 700 cm  
(105 sqm)

## AVAILABILITY

Contact Ocean

## ADDRESS

Oscarsleden  
(view map)



PHOTO: TIBERGS

# Artwork Specifications

OSCARsledEN, 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

1500 x 700 cm (105 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

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

## QUESTIONS

Ad Operations

[adops@oceanoutdoor.se](mailto:adops@oceanoutdoor.se)