



PHOTO: POLESTAR

# 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, Spårväggsgatan and Carl Gustafs väg. Here you will reach all the car traffic in and out of town and towards Emporia Shopping Center.

## LOCATION

Car & pedestrian traffic

## PERIOD

2 weeks

## FOOTFALL

100 000 / week

## AVAILABILITY

Contact Ocean

## SIZE

1000 x 1000 cm  
(100 sqm)

## ADDRESS

Södervärn busstation  
([view map](#))



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# 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.

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.

## 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](https://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)