



# Material Specifications

## HTML PROGRAMMATIC

### SURFACES

Göteborg Allum Partille - Impact	1412x771
Göteborg Frölunda Torg - Impact	1408x768
Göteborg Korsvägen Svenska Mässan - Impact	544x960
Göteborg Kungssportsplatsen - Impact	640x240
Göteborg Mölndal Galleria - Impact	1408x768
Göteborg Nordstan - Impact	512x288
Malmö Centralstation - Impact	960x576
Malmö Emporia - Impact	800x424
Malmö Södra Förstadsgatan - Impact	448x256
Malmö Triangeln - Impact	800x480
Stockholm Centralstation - Impact	711x386
Stockholm Mall of Scandinavia - Impact	258x480
Stockholm Solna Station - Impact	800x450
Stockholm Täby Centrum Park Norra - Impact	768x288
Stockholm Täby Centrum Park Roslagsbanan - Impact	608x352

### PIXELS

### RATIO

### DEADLINES

Artwork needs to be delivered to Ocean Outdoor no later than  
3 business days prior to campaign launch. For HTML campaigns,  
please provide links no later than 10 business days before broadcast.

Any artwork delivered late is not guaranteed to run on time.

### FILE DELIVERY & ENQUIRIES

Delivery link: <https://oo-se.wetransfer.com/>

For questions regarding material, please do not hesitate to contact us at: [adops@oceanoutdoor.se](mailto:adops@oceanoutdoor.se)

### NAMING

Please note that when sending in files, the file name should not contain; special characters, space or å/ä/ö.

Example of approved file name:  
advertiser\_pixelsize\_campaigndate

Artwork needs to be supplied at exactly the stated pixel size resolution.  
No trim, bleed or safe-area is required.