



PHOTO: LOTUS

# 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.

## LOCATION

Car & pedestrian traffic

## PERIOD

2 weeks

## FOOTFALL

364 000 / week

## AVAILABILITY

Contact Ocean

## SIZE

1500 x 700 cm  
(105 sqm)

## ADDRESS

Oscarsleden  
([view map](#))

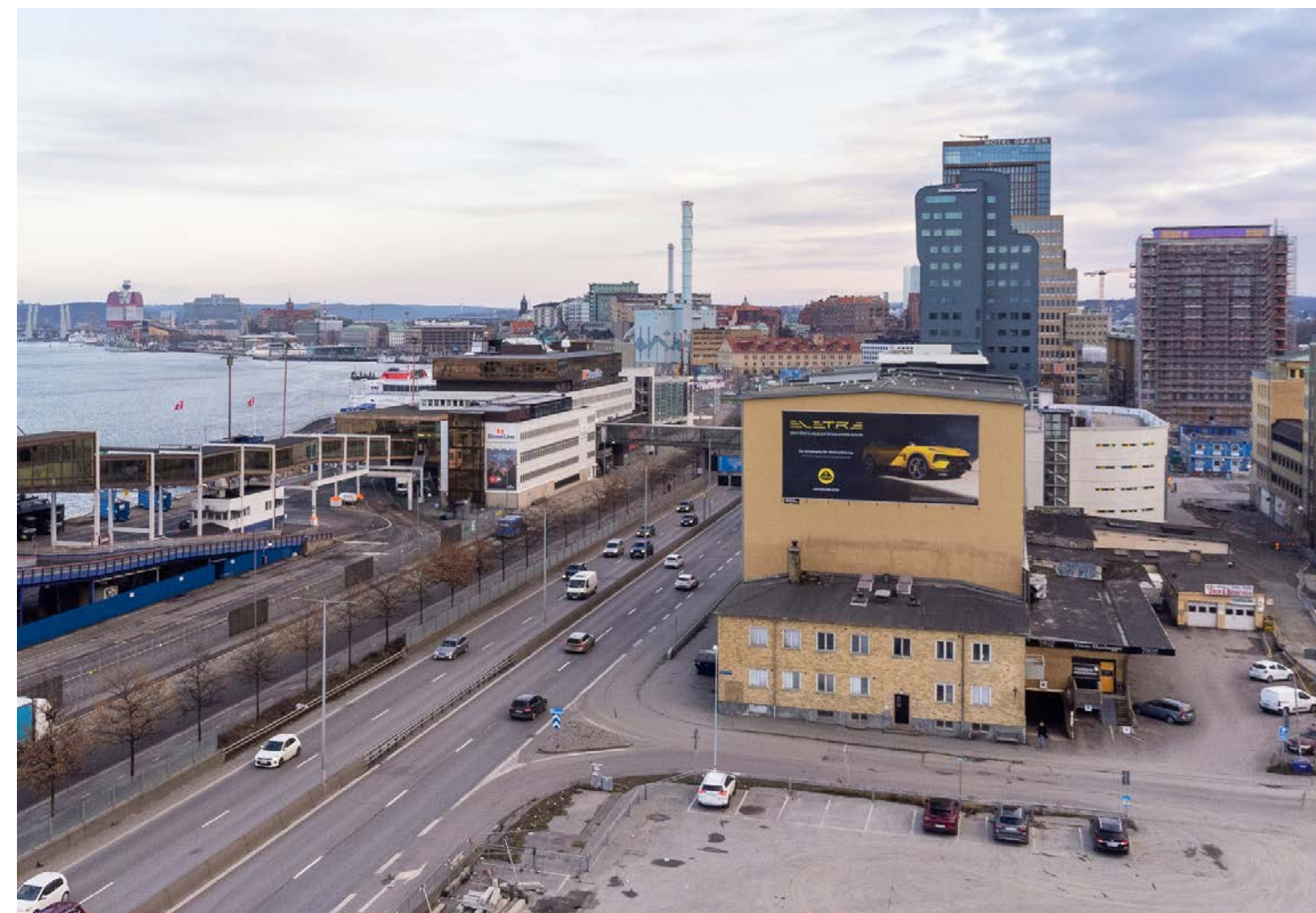


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# Artwork Specifications

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.

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

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](https://www.oceanadvertising.com)

## DELIVERY DATE

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

## QUESTIONS

Ad Operations

[adops@oceanadvertising.com](mailto:adops@oceanadvertising.com)