

## Kungsgatan

STOCKHOLM

#### SITE DESCRIPTION

Site in the middle of famous commercial street Kungsgatan. Kungsgatan connects downtown Stockholm to the area called Stureplan. Stureplan is the home of a majority of the nightclubs and restaurants in Stockholm. It is also where all the luxury brands and their boutiques are located. Kungsgatan is always busy and the perfect site if you want to make an impact.

LOCATION

City center 1 - 4 weeks

**FOOTFALL** 300 000 / week

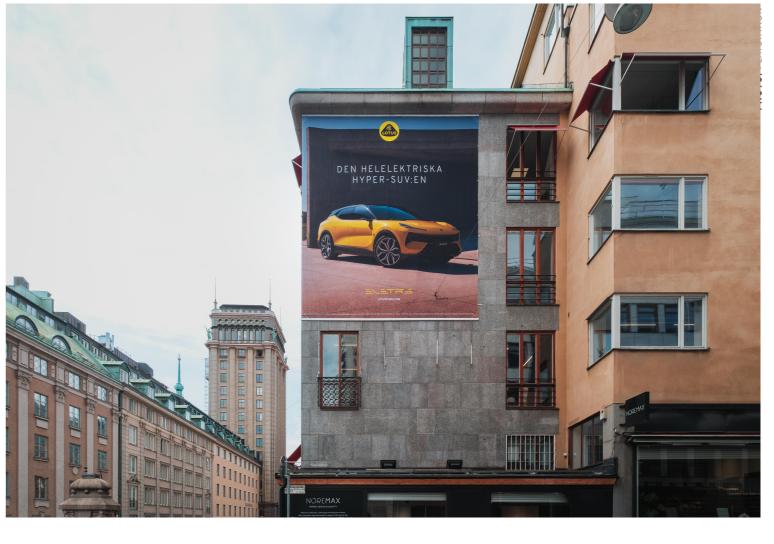
AVAILABILTY
Contact Ocean

PERIOD

**SIZE** 600 x 680 cm

(40,8 sqm)

ADDRESS
Kungsgatan 24
(view map)



# **Artwork Specifications**

KUNGSGATAN, 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 convertion).

If you need to add a profile use ISO Coated V2. Vectorize all paths for text|fonts.

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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 dellivery date.

#### SIZE & RESOLUTION

600 x 680 cm (40,8 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  $\underline{\text{oo-se.wetransfer.com}}$ 

#### **DELIVERY DATE**

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

### QUESTIONS

Ad Operations

 $\underline{adops @ocean outdoor.se}$