



PHOTO: PLAYSTATION

# 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

## FOOTFALL

300 000 / week

## SIZE

600 x 680 cm  
(40,8 sqm)

## PERIOD

1 - 4 weeks

## AVAILABILITY

Contact Ocean

## 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 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

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 [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)