



Hötorget Stockholm

The Location

Located right in the city centre, on the main street of Kungsgatan. Overlooking the large square and market that is famous Hötorget. Rightby a big movie theater, concert hall, Haymarket by Scandic, food court Kungshallarna, bus and subway station – this place is crowded from duskuntil dawn.

Address

Hötorget Kungsgatan 48, Stockholm [Link to map](#)

Format

Area: 125 m2
Sizet: 1000×1250 cm
Reach: 400 000/vecka

Period

1-2 weeks

It is possible to scale down the campaign material as follows:

Scale	Percent	Minimum resolution
1:1	100%	23 ppi
1:10	10%	230 ppi

Delivery

Send material to oo-se.wetransfer.com
14 days before campaign start unless otherwise agreed.

Enquires

Contact: adops@oceanoutdoor.se

Info for delivery:

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 as the color of the logo and background.

If you wish to send a color proof we need to have it **3** weeks before the delivery date.