

Essingeleden Stockholm

The Location

A high-traffic bypass road for motorists with approx. 1.4 million in weekly reach. Reaching commuters as well as tourists on their way to Arlanda.

Address

Essinge brogata 22, Stockholm [Link to map](#)

Format

Area: 138 m2
Size: 1400×985 cm
Reach: 1 375 000/vecka

Period

2-4 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.