

STOCKHOLMS CENTRALSTATION

# Station *Domination*

Take over the central station with the perfect combination of Experience and Attention. Make visitors remember, experience and engage with your brand.

The Art of Outdoor®



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# Grand Central

9422 × 720 px

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# Grand Central

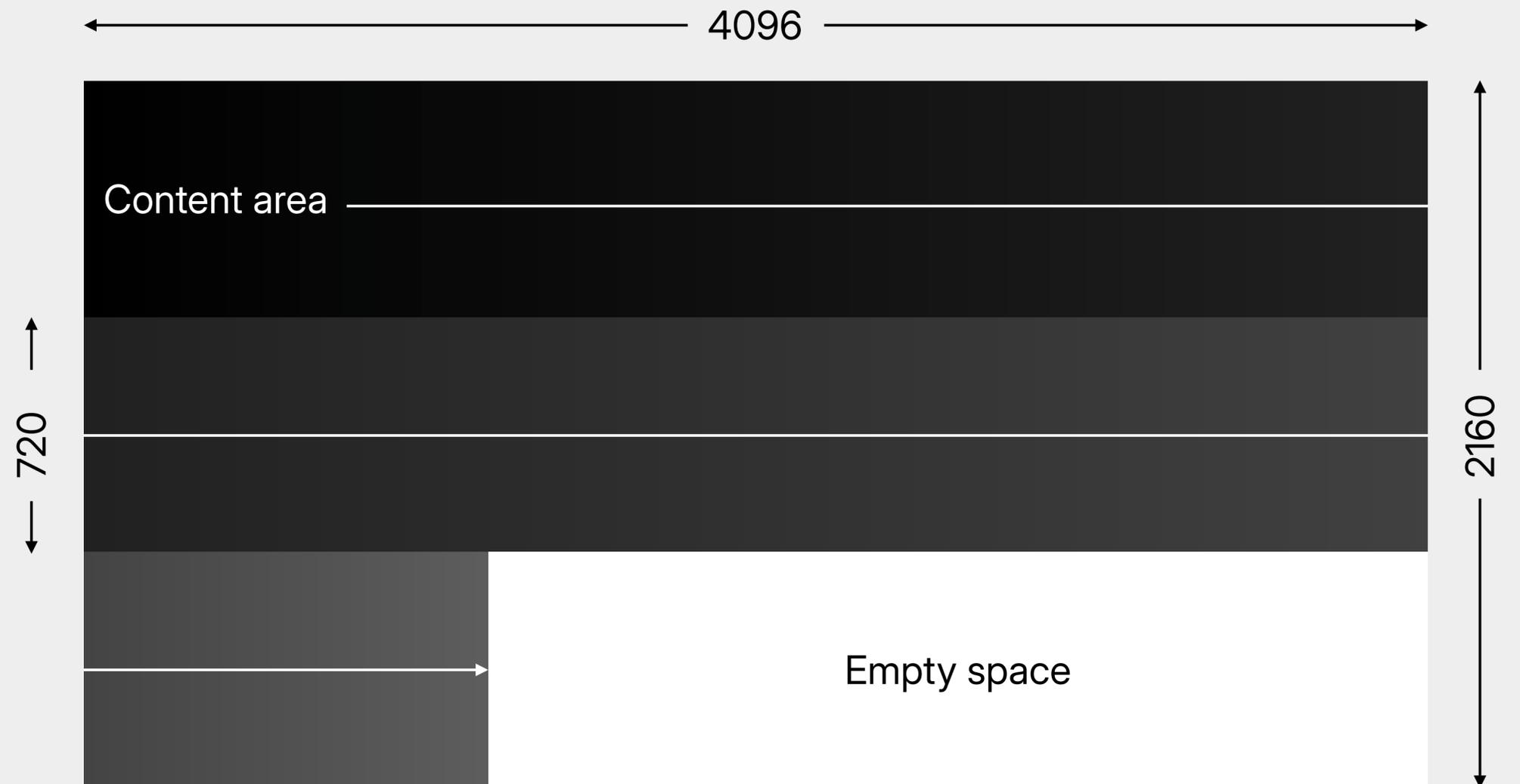
9422 × 720 px

## Digital production specs

Resolution (True): 9422 × 720 px  
Resolution (Output): 4096 × 2160 px (See blueprint)  
File format: .mov or .mp4  
Codecs: H.264  
Frame rate: 25 frames per second  
Length: 15-45 seconds

Please use supplied AE template file to create and render content for Grand Central.

## Blueprint for content



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# Wrapped revolving doors Main entrance

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(18 locations)

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# Revolving doors at Main entrance

## Format

18 foils á 1405 × 1000 mm (three revolving doors with three double sided glass sections each). 10 mm bleed with crop marks. Each original as a separate print file.

## Material

Printed on foil with removable adhesive (promotional film) with Rapid Air.

## Production

Use a matte laminate to avoid "glare" from spotlights.

## Additional information

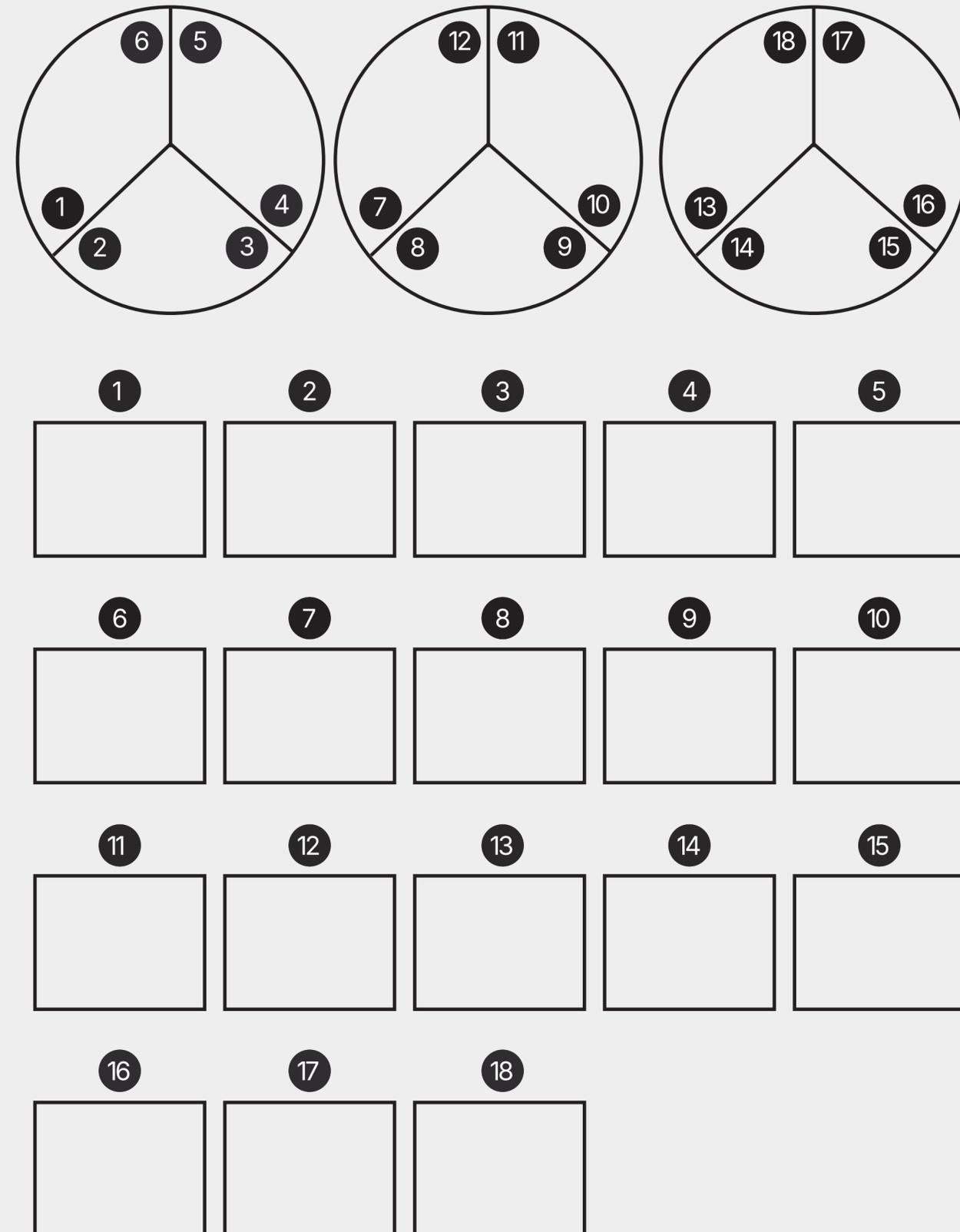
Avoid placing the logo or text on the top and bottom 100 mm.

## Delivery/packaging

Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

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## Location plan



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# Wrapped doors towards "Gula gången"

(12 locations)



# Wrapped doors towards "Gula gången" (door 1-6)

## Format

12 doors with foils acc. to enclosed drawings. 10 mm bleed with crop marks. Each original as a separate print file.

## Material

Printed on foil with removable adhesive (promotional film) with Rapid Air.

## Production

Use a matte laminate to avoid "glare" from spotlights.

## Additional information

Avoid placing the logo or text on the top and bottom 100 mm.

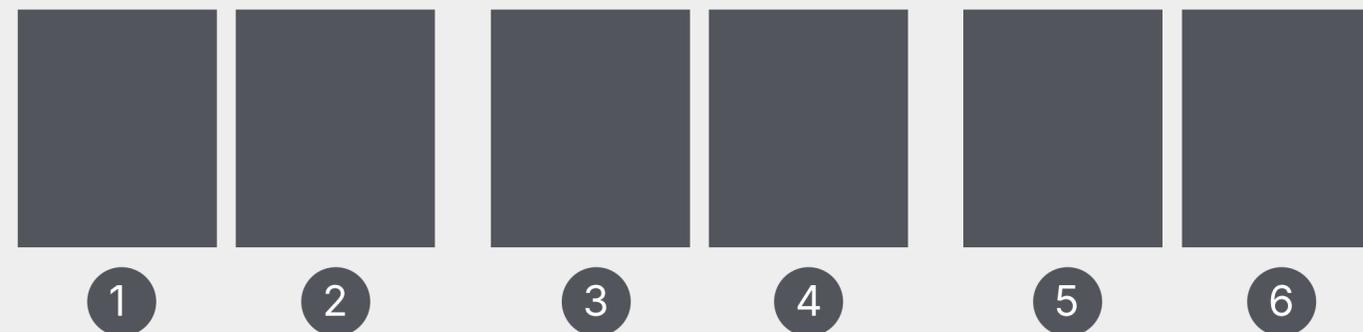
## Delivery/packaging

Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

## Instruction

- Place pictures of the motif on each box corresponding to its desired location.
- As installation is done at night, the position of each banner must be clearly defined in this location plan.
- Send this location plan to the production manager at least 10 days before the start of the campaign.
- The material should be in place at the installer 1 week before the start of the campaign. Label each package with adviser, picture of the motif and each location number (1-12).

Format foils (1-6) 820 × 980 mm



# Wrapped doors towards "Gula gången" (door 7-12)

## Format

12 doors with foils acc. to enclosed drawings. 10 mm bleed with crop marks. Each original as a separate print file.

## Material

Printed on foil with removable adhesive (promotional film) with Rapid Air.

## Production

Use a matte laminate to avoid "glare" from spotlights.

## Additional information

Avoid placing the logo or text on the top and bottom 100 mm.

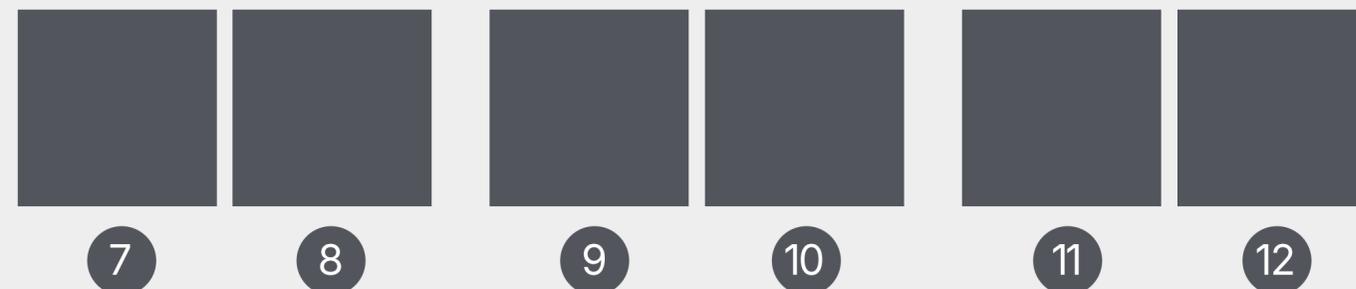
## Delivery/packaging

Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

## Instruction

- Place pictures of the motif on each box corresponding to its desired location.
- As installation is done at night, the position of each banner must be clearly defined in this location plan.
- Send this location plan to the production manager at least 10 days before the start of the campaign.
- The material should be in place at the installer 1 week before the start of the campaign. Label each package with adviser, picture of the motif and each location number (1-12).

Format foils (7-12) 990×980 mm



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# Installation above "the ring"

An installation above "the ring" is a unique option for a creative solution at one of Sweden's most visited places.

Maximum weight: 75 kg

Measurement: Aim for 5x3m, depending on the shape

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# Pillar Banners lower hall

(20 locations)

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# Pillar Banners in lower hall

## Format

No 1:	1170×2300 mm
No 2:	3430×2290 mm
No 3-4:	1340×2300 mm
No 5-9:	1430×2300 mm
No 10:	1460×2300 mm
No 11-12:	1320×2300 mm
No 13:	1420×2300 mm
No 14:	1440×2300 mm
No 15:	2610×2300 mm
No 16:	2580×2300 mm
No 17:	2630×2300 mm
No 18:	2570×2300 mm
No 19:	5570×2240 mm
No 20:	5560×2240 mm

50 mm for overlap at joint is included (25 mm on each side) where no text/image should be placed.

## Location plan



# Pillar Banners in lower hall

## Material

Polyester 205 alt. 210 gr. For bright images, use matte blockout to prevent the column's mosaic showing through. Also use clearly contrasting colors for maximum campaign impact and to increase visibility for the visually impaired. At least fire class B1 acc. DIN 4102.

## Production

40 mm velcro. Loop at top and bottom, loop and hook in overlap at the joint. Enclose self adhesive hook to be mounted on column.

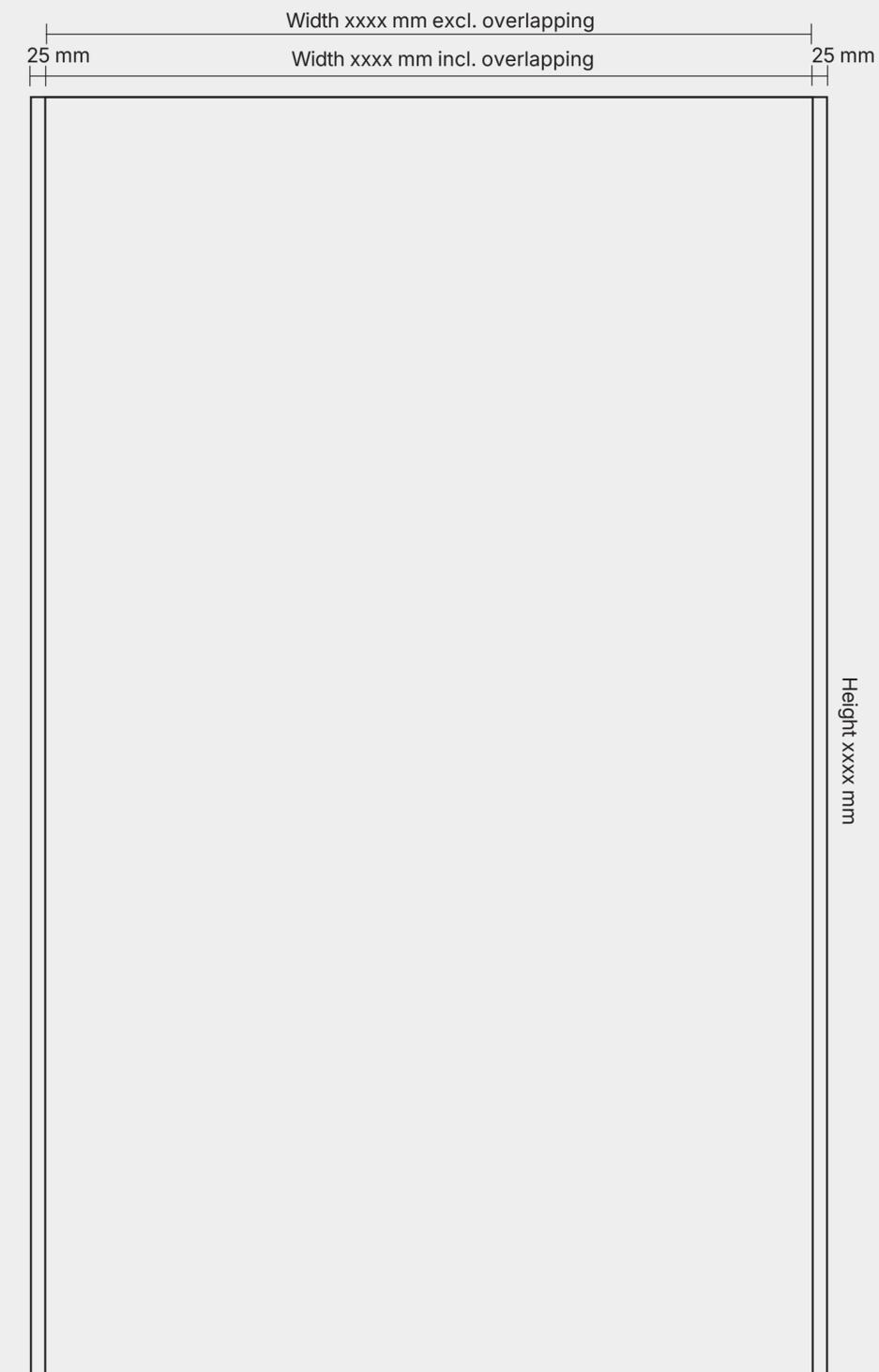
## Additional information

Avoid placing the logo or text on the top and bottom 100 mm.

## Delivery/packaging

Note! Wrap each banner individually in protective material. Each parcel must be marked with advertiser, motif and position number (see page 2).

## Original for pillars



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# Box side lower hall

(4 locations)

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# Box side in lower hall

## Format

Adjust size to specific box. 4 different sizes. 10 mm bleed with crop marks. Each original as a separate print file.

## Material

Printed on foil with removable adhesive (promotional film) with Rapid Air.

## Production

Use a matte laminate to avoid "glare" from spotlights.

## Additional information

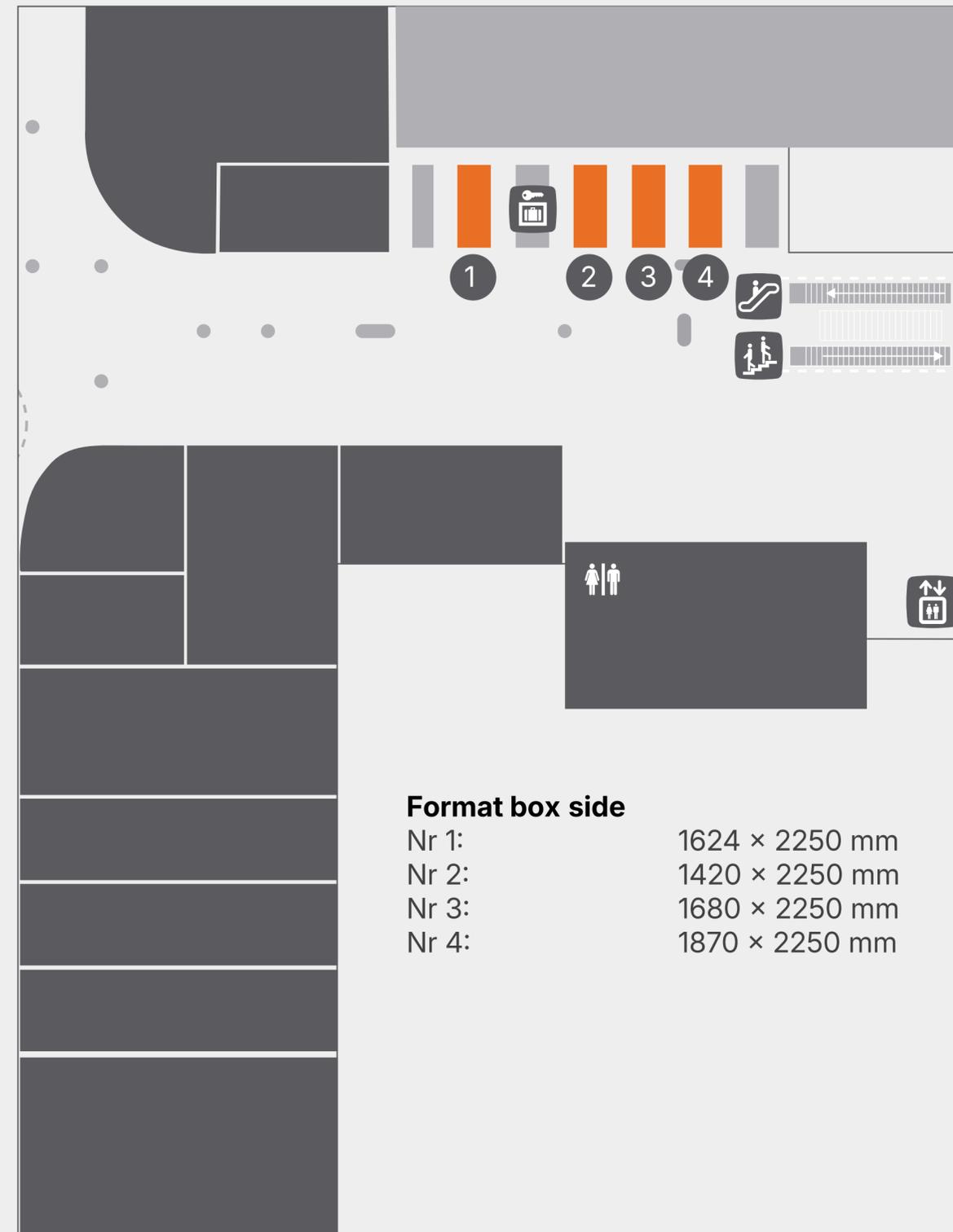
Avoid placing the logo or text on the top and bottom 100 mm.

## Delivery/packaging

Rolled from bottom to top. Packaged in protective material. Label the packaging with location and advertiser. Label the panels with location and numbering according to the location plan.

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## Location plan

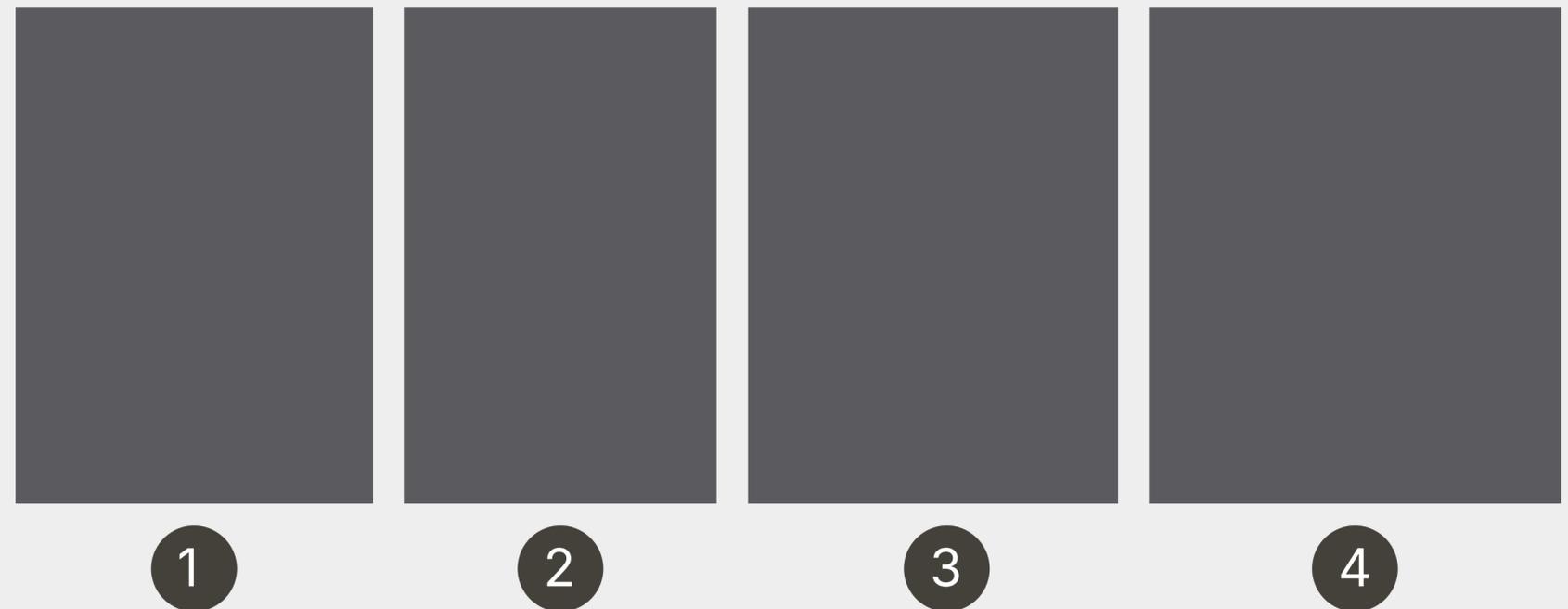


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# Box side in lower hall

- Place pictures of the motif on each box corresponding to its desired location.
- As installation is done at night, the position of each banner must be clearly defined in this location plan.
- Send this location plan to the production manager at least 10 days before the start of the campaign.
- The material should be in place at the installer 1 week before the start of the campaign. Label each package with adviser, picture of the motif and each location number (1-4).

## Location plan



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# Banner North escalator

22880 × 930 mm

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# Banner North escalator

22880 × 930 mm

## Format

Total dimension (including production):  
22880 × 930 mm

## Material

Polyester textile, e.g. Artist Light or Artist Heavy.  
At least fire class B1 acc. DIN 4102.

## Production

40 mm velcro throughout. Enclose self-adhesive velcro hooks to be mounted on wall.

## Additional information

Avoid placing the logo or text on the top and bottom 100 mm.

## Delivery/packaging

Wrapped in protective material.  
The delivery must be marked with advertiser and motif.

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# Banner South escalator

11230 × 930 mm

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# Banner South escalator

22880 × 930 mm

## Format

Total dimension (including production):  
11230 × 930 mm

## Material

Polyester textile, e.g. Artist Light or Artist Heavy.  
At least fire class B1 acc. DIN 4102.

## Production

40 mm velcro throughout. Enclose self-adhesive velcro hooks to be mounted on wall.

## Additional information

Avoid placing the logo or text on the top and bottom 100 mm.

## Delivery/packaging

Wrapped in protective material.  
The delivery must be marked with advertiser and motif.





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# Delivery

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## **Deadlines**

Artwork needs to be delivered to Ocean Outdoor no later than 14 business days prior to campaign launch. Any artwork delivered late is not guaranteed to run on time.

## **File delivery & enquiries**

Delivery link: <https://oo-se.wetransfer.com/>

For questions regarding material, please do not hesitate to contact us at:  
[labs@oceanoutdoor.se](mailto:labs@oceanoutdoor.se)

## **Naming**

Please note that when sending in files, the file name must be clearly labeled with the advertiser, artwork, size and placement numbers.

Example of approved file name: advertiser\_artwork\_1500×3000mm\_1