



# Kungsportsplatsen Göteborg

## The Location

Optimal location right at Kungsportsplatsen, opposite the bus and tram terminal. Visible from Östra Hamngatan, Kungstorget, and Kungsportsbron. Located in the heart of Gothenburg City, with foot traffic from Nordstan, NK, and within the Vallgraven area — surrounded by nightlife, business professionals, and tourists.

## Address

Östra Hamngatan 42, Göteborg [Link to map](#)

## Format

Area: 59 m<sup>2</sup>  
Size: 548,5×1072 cm  
Reach: 210 000/week

## Period

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](mailto:oo-se.wetransfer.com)  
14 days before campaign start unless otherwise agreed.

## Enquires

Contact: [adops@oceanoutdoor.se](mailto: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.