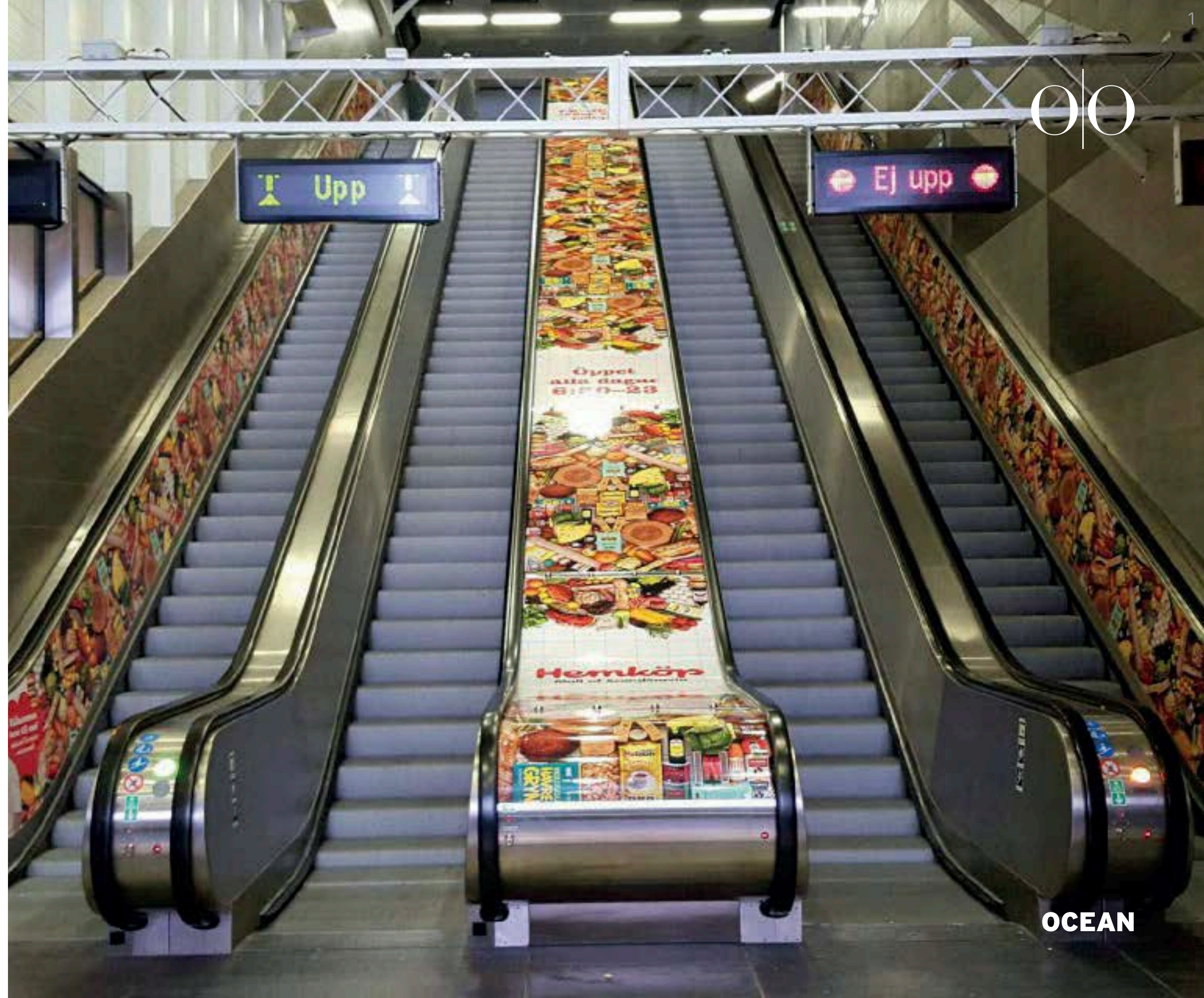


SOLNA STATION

Station Domination

Take over Solna Station with a combination of digital and analog. Make the visitors really see, experience and remember your brand. Your campaign will be unmissable, since you will dominate the entire station. This take over is perfect for game days and larger events at Strawberry Arena.

The Art of Outdoor®



OCEAN

Station Domination Solna

Included advertising space

- Solna Station Impact (25%)
- DOOH (8,33%)
- 2 wrapped barriers next to the tracks
- 6 wrapped windows at the entrance to the tracks
- 2 wrapped side sections on escalator
- 1 wrapped mid section of the escalator
- 4 selectable sampling locations: 5-9 kvm

Price

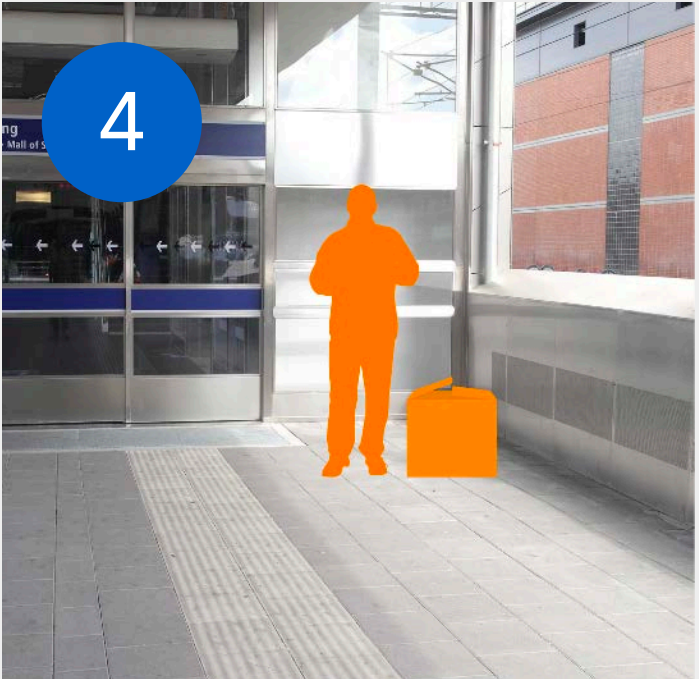
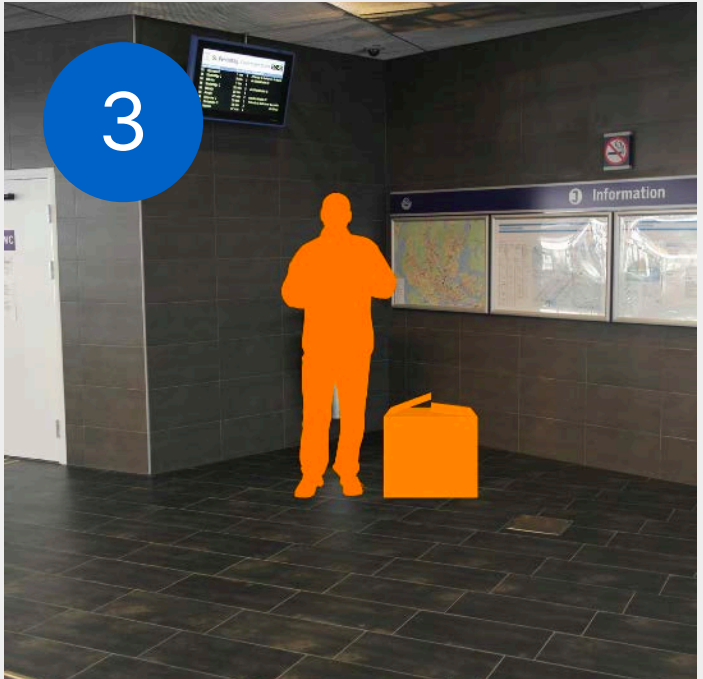
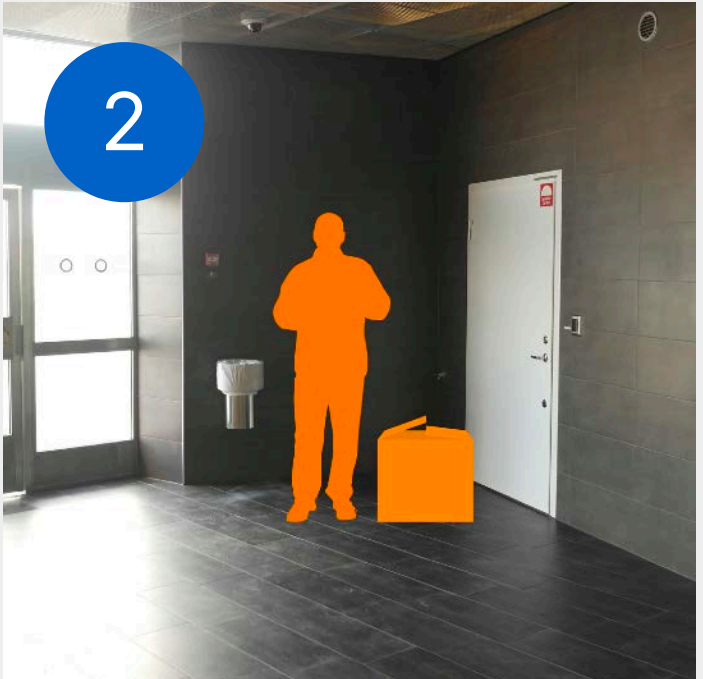
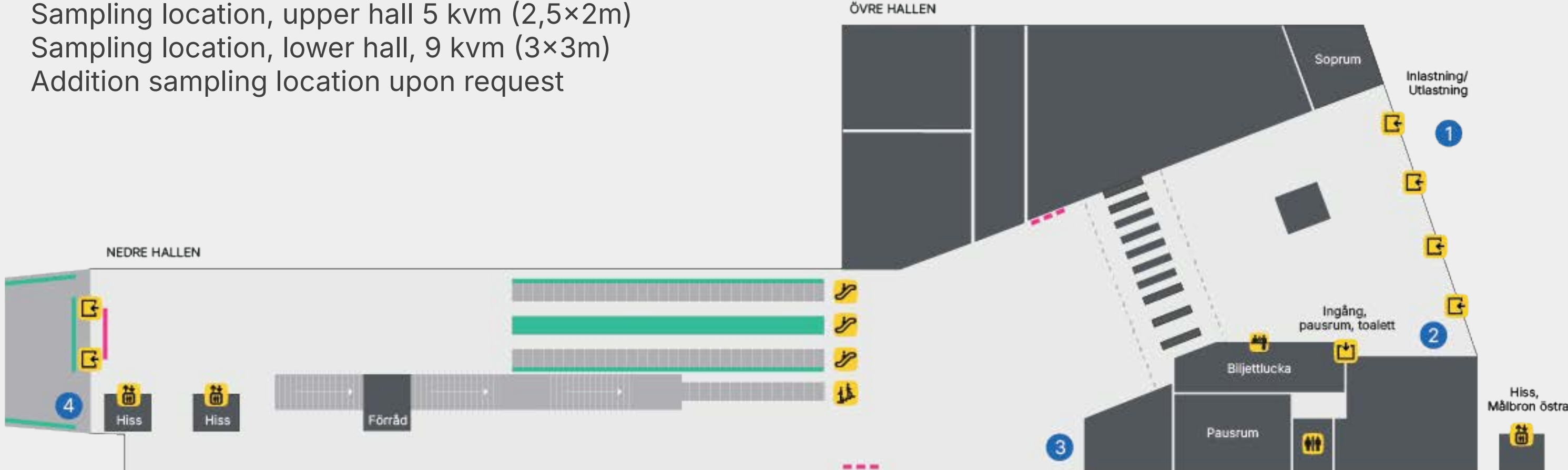
Price 1 week 352 000 SEK

Additional costs

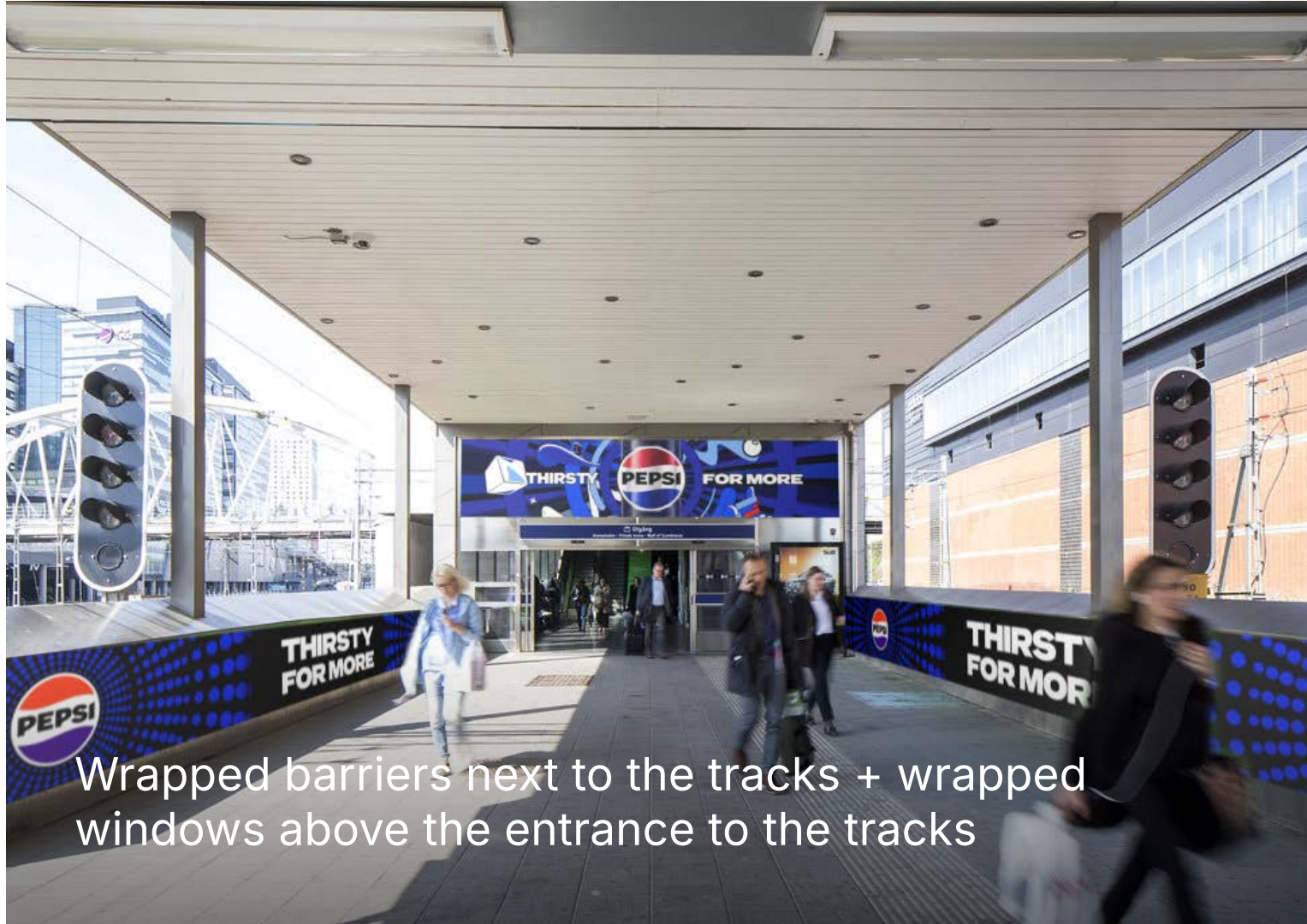
Production cost will be added with 59 000 SEK for wrapping incl. installation. Production costs for sampling events is not included.

Sampling

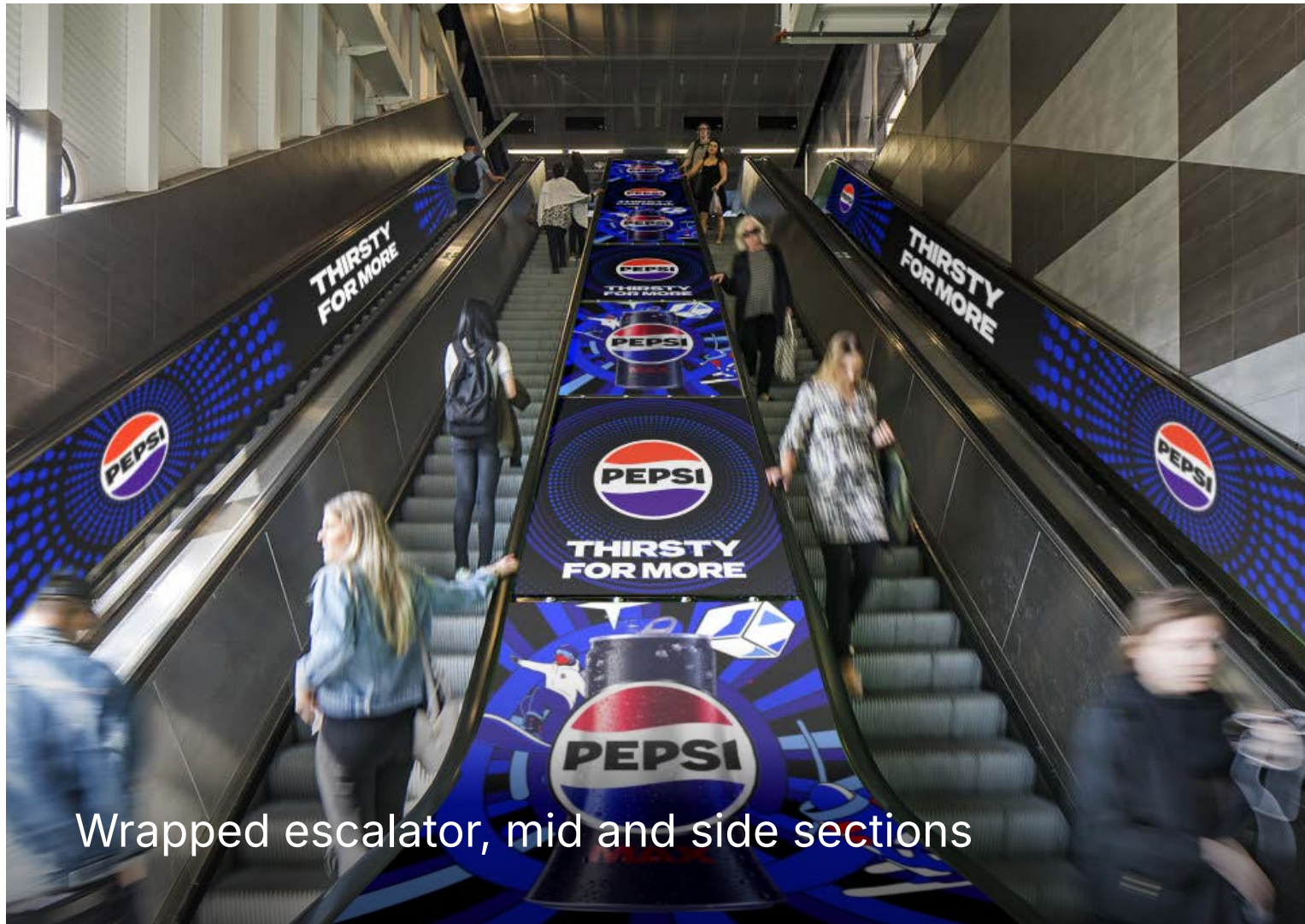
Sampling location, upper hall 5 kvm (2,5×2m)
 Sampling location, lower hall, 9 kvm (3×3m)
 Addition sampling location upon request



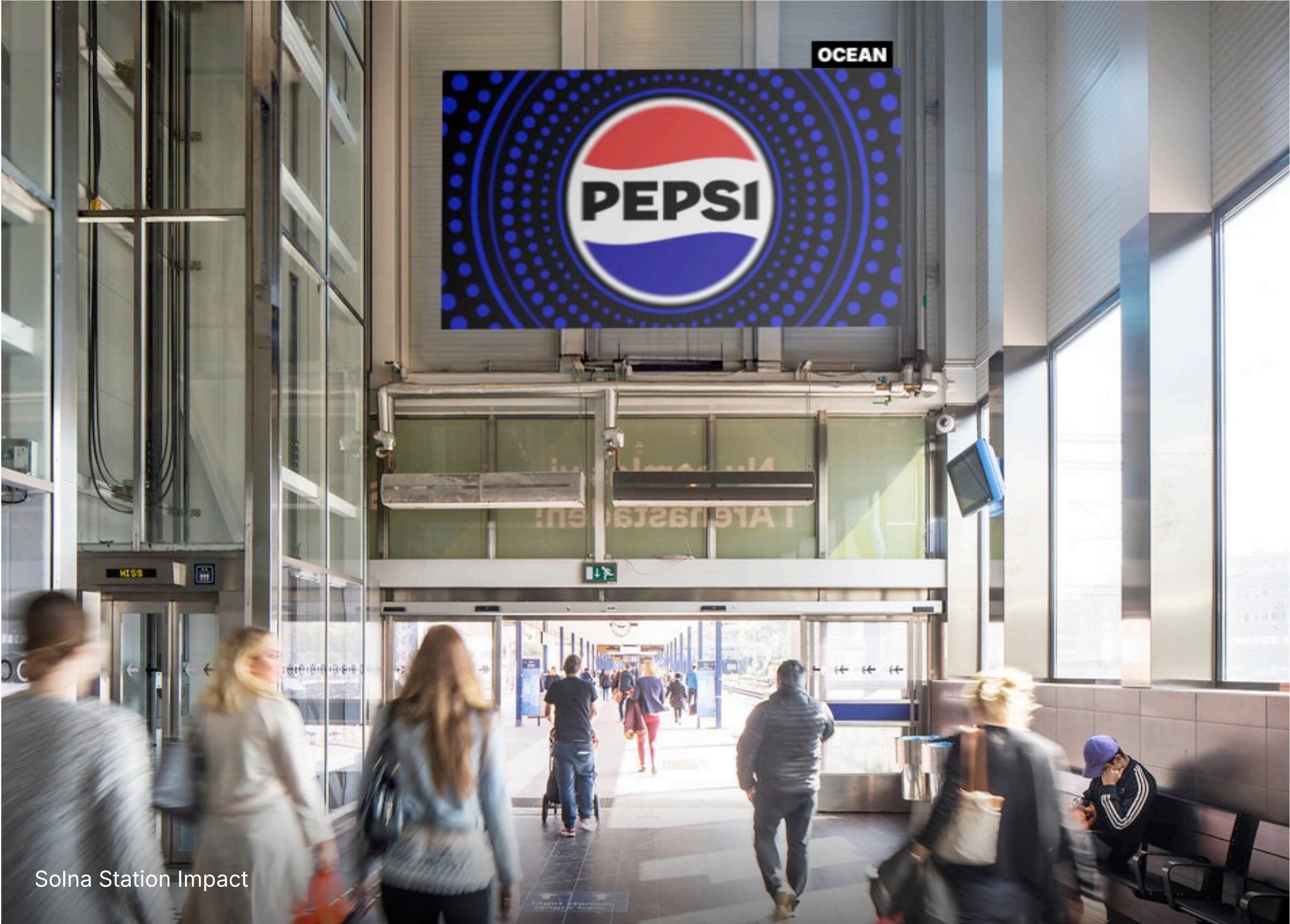
Station Domination Solna



Wrapped barriers next to the tracks + wrapped windows above the entrance to the tracks



Wrapped escalator, mid and side sections



Solna Station Impact

SOLNA STATION

Wrapped barriers at the tracks

(2 placements)

The Art of Outdoor®



OCEAN

Wrapped barriers at the tracks x 2

Format

Total dimensions:
1: 14155 × 1100 mm
2: 14195 × 1170 mm

Material

Printed on adhesive film with graffiti laminate and with removable adhesive (promotional film).

Production

The foil will be trimmed when mounted. Do not place any vital graphic on the 50 mm outer edges of the sides and 160 mm from the top edge. The height of the box varies, the lowest height is 960mm.

Delivery/packaging

Rolled bottom up. Wrapped in protective material. The delivery must be marked with advertiser, motif and location 1-2.

Location plan



SOLNA STATION

Wrapped windows at the track entrance

(6 placements)

The Art of Outdoor®



OCEAN

Wrapped window at the track entrance x 6

Format

Alt 1: The entire surface is wrapped, incl. joints.
7750×1580 mm.

Alt 2: Each window is foiled separately:

1. 1095 × 1580 mm
2. 1110 × 1580 mm
3. 1130 × 1580 mm
4. 1130 × 1580 mm
5. 1110 × 1580 mm
6. 1640 × 1580 mm

Material

Printed on adhesive film with graffiti laminate and with removable adhesive (promotional film).

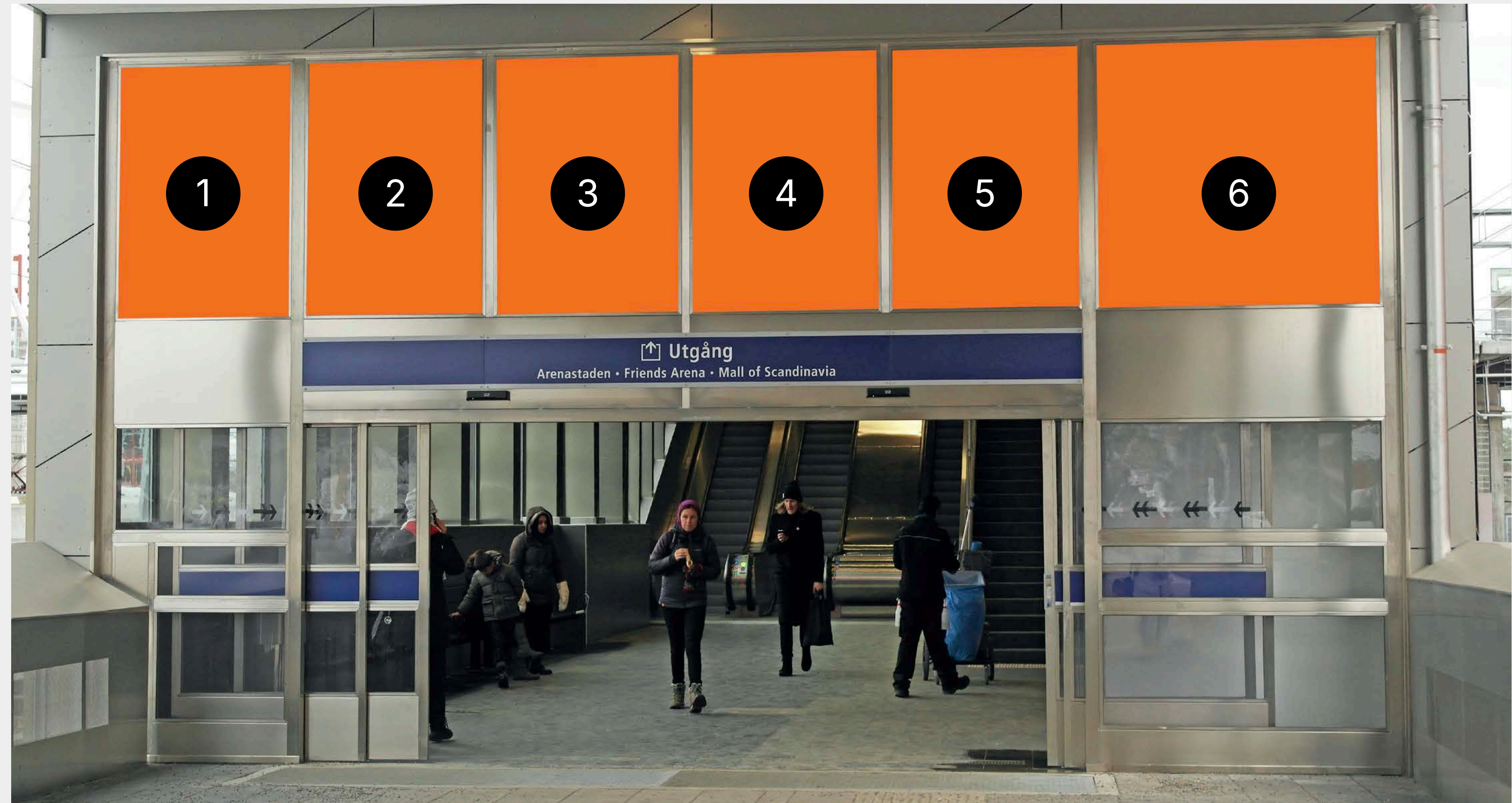
Additional information

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

Delivery/packaging

Rolled bottom up. Wrapped in protective material.
The delivery must be marked with advertiser, motif and location 1-6.

Location plan



SOLNA STATION

Wrapped mid section on escalator

The Art of Outdoor®



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OCEAN

Wrapped mid section Escalator

Format

10 foils acc. to enclosed drawing.

Material

Printed on adhesive film with graffiti laminate and with removable adhesive (promotional film).

Production

Avoid placing the logo or text on the top and bottom 100 mm. The metal crossbars cannot be mounted with foil.

Additional information

Avoid placing the logo or text on the top and bottom 500 mm.

Delivery/packaging

Rolled bottom up. Wrapped in protective material. The delivery must be marked with advertiser, motif and location with digit (1-10).

The Art of Outdoor®

Location plan



OCEAN

SOLNA STATION

Wrapped side section on escalator

The Art of Outdoor®



o|o

OCEAN

Wrapped side section Escalator

Format

10 foils acc. to enclosed drawing.

Material

Printed on adhesive film with graffiti laminate and with removable adhesive (promotional film).

Production

Avoid placing the logo or text on the top and bottom 100 mm. The metal crossbars cannot be mounted with foil.

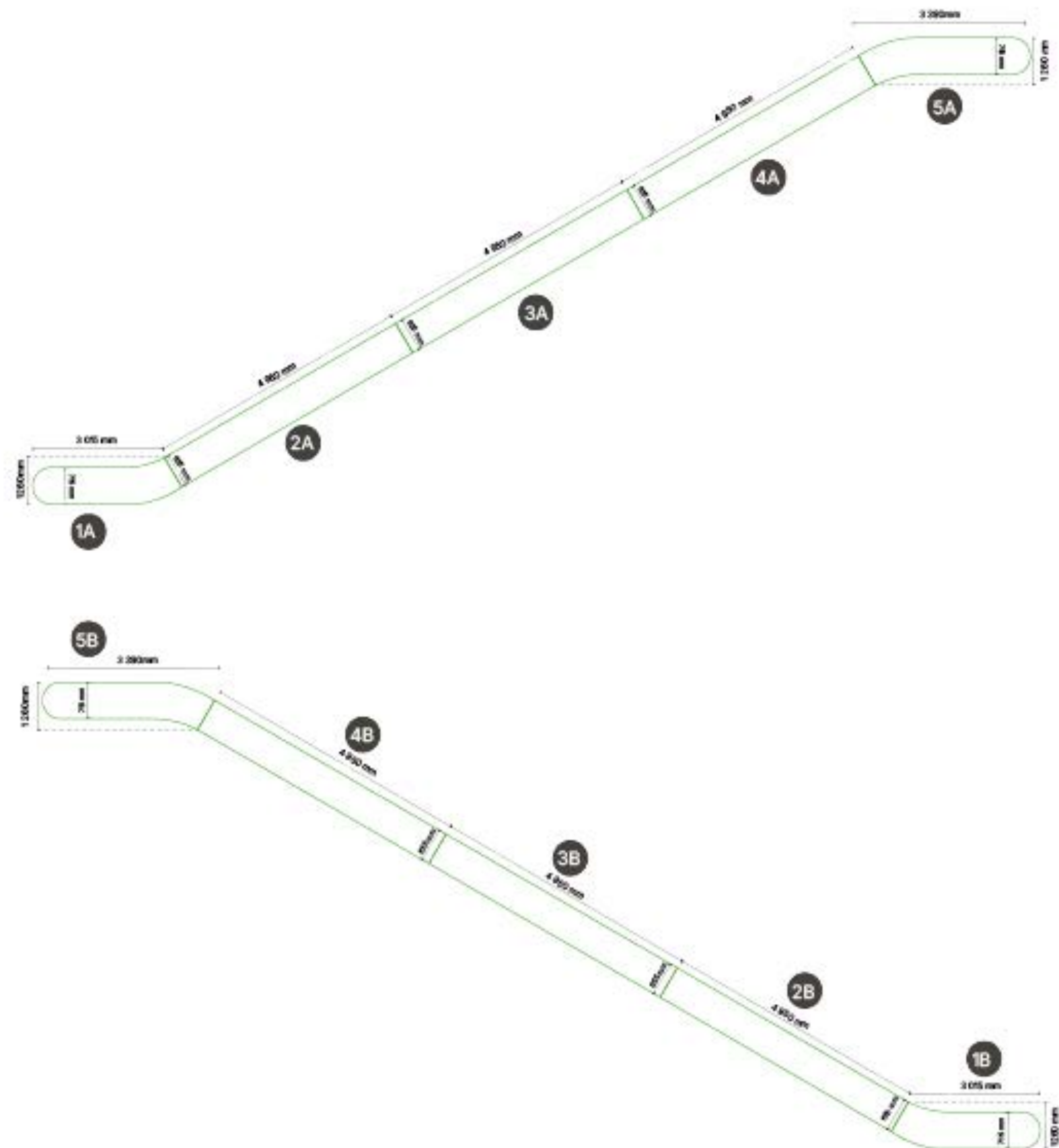
Additional information

Warping may occur at the joints where the upper and bottom sections meets the middle section. Therefore avoid placing important graphic at joints.

Delivery/packaging

Rolled bottom up. Wrapped in protective material. The delivery must be marked with advertiser, motif and location with digit (1-5) and letter (A or B).

Location plan

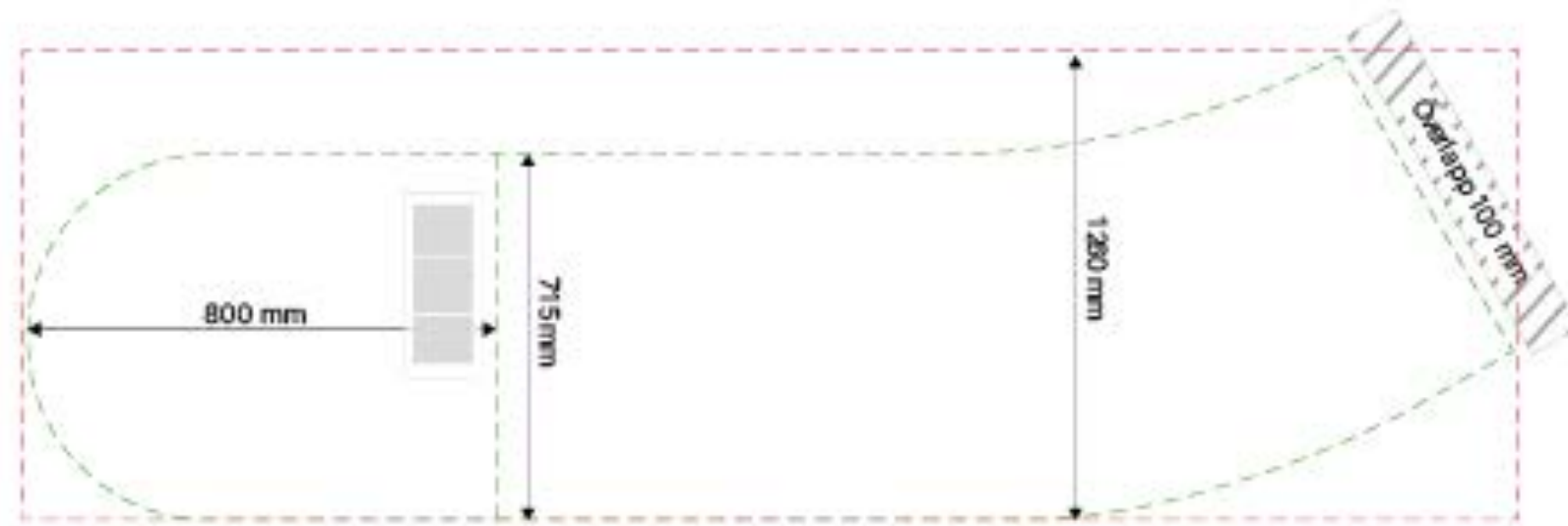


Wrapped side section Escalator

1A

Mall till nedre partiet, 1 A
3015 x 715 mm -Grön linje
All grafik placeras inom grön linje.
Lägg inte grafik vid säkerhetsinformationen,
ca 800 mm från kanten.
3015 x 1260 mm Röd linje
Totalmått för foliering.

Template for the bottom section, 1 A
3015 x 715 mm -Green line
Place all graphic within the green line.
Do not place any graphic close to the safety
instructions, approximately 800 mm from the edge.
3015 x 1260 mm Red line
Total dimension of foil.



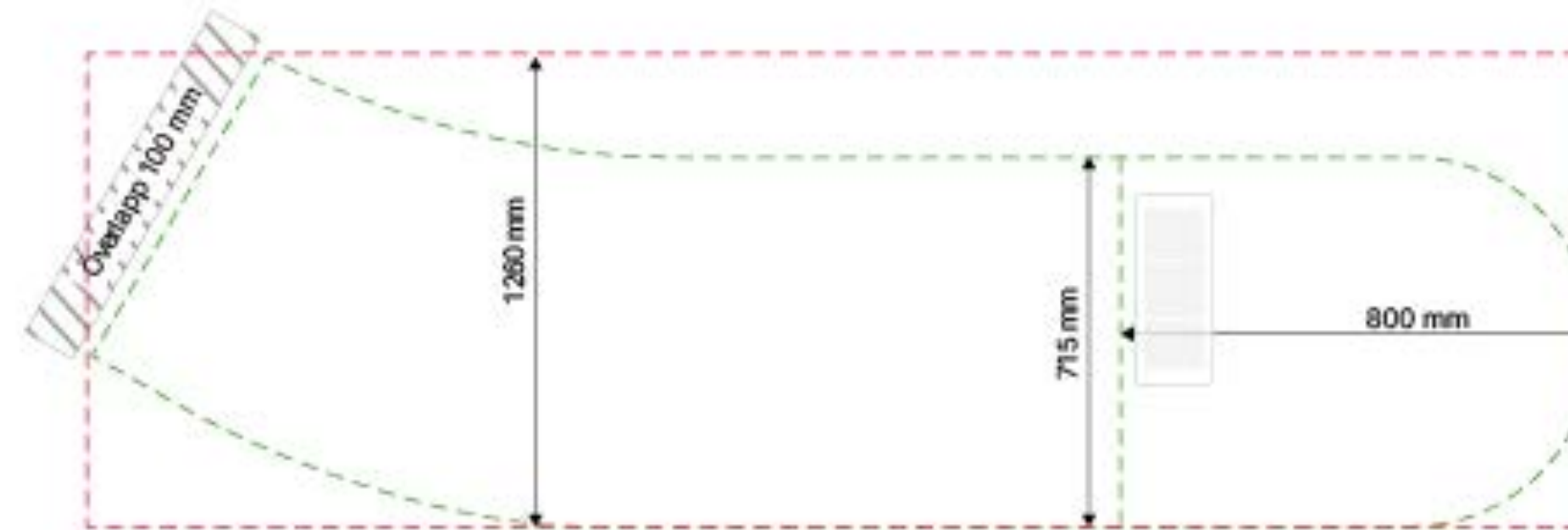
* Lägg angränsandegrafik från mittenpartiet i överlappningszonen.

* Place adjoining graphic from the middle section in the overlap zone.

1B

Mall till nedre partiet, 1 B
3015 x 715 mm -Grön linje
All grafik placeras inom grön linje.
Lägg inte grafik vid säkerhetsinformationen,
ca 800 mm från kanten.
3015 x 1260 mm Röd linje
Totalmått för foliering.

Template for the bottom section, 1 B
3015 x 715 mm -Green line
Place all graphic within the green line.
Do not place any graphic close to the safety
instructions, approximately 800 mm from the edge.
3015 x 1260 mm Red line
Total dimension of foil.



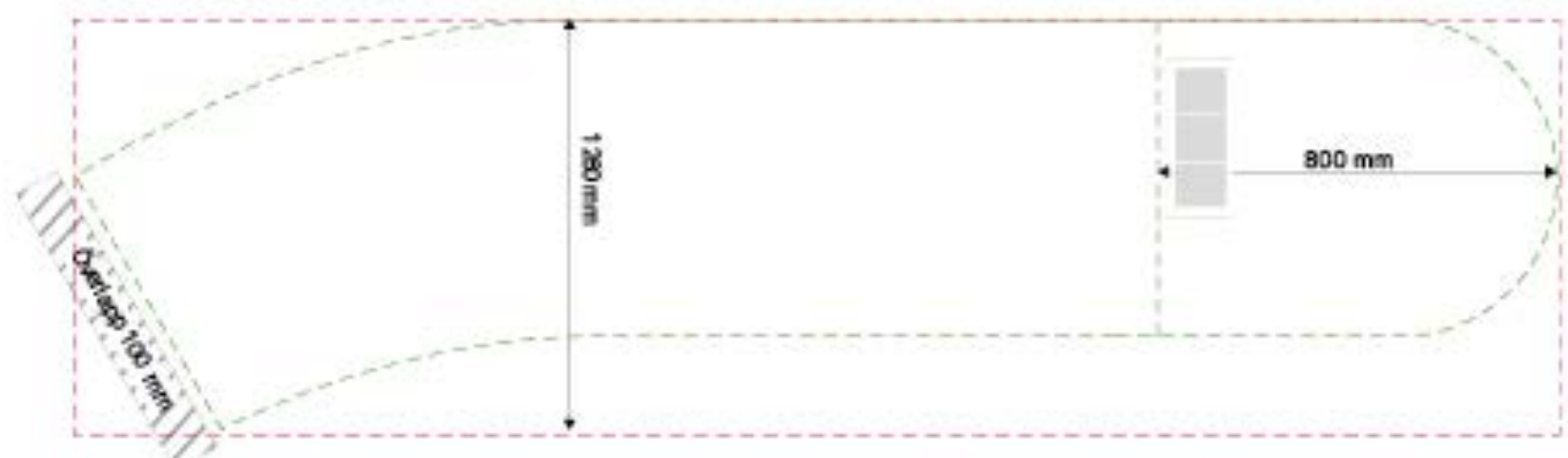
* Lägg angränsandegrafik från mittenpartiet i överlappningszonen.

* Place adjoining graphic from the middle section in the overlap zone.

5A

Mall till övre partiet, 5 A
3390 x 715 mm Grön linje
All grafik placeras inom grön linje.
Lägg inte grafik vid säkerhetsinformationen,
ca 800 mm från kanten.
3390 x 1260 mm Röd linje
Totalmått för foliering.

Template for the upper section, 5 A
3390 x 715 mm Green line
Place all graphic within the green line.
Do not place any graphic close to the safety
instructions, approximately 800 mm from the edge.
3390 x 1260 mm Red line
Total dimension of foil.



* As above

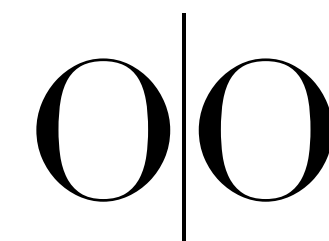
5B

Mall till övre partiet, 5 B
3390 x 715 mm Grön linje
All grafik placeras inom grön linje.
Lägg inte grafik vid säkerhetsinformationen,
ca 800 mm från kanten.
3390 x 1260 mm Röd linje
Totalmått för foliering.

Template for the upper section, 5 B
3390 x 715 mm Green line
Place all graphic within the green line.
Do not place any graphic close to the safety
instructions, approximately 800 mm from the edge.
3390 x 1260 mm Red line
Total dimension of foil.



* As above



Delivery info

Deadline

DOOH-material should be delivered no later than **5 working days** before start of the campaign.

Delivery & questions

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

Please reach out, if you have questions: adops@oceanoutdoor.se

Material specs: <https://oceanoutdoor.com/se/materialspecifikationer/>

Naming of files

Ensure your filenames do **NOT** contain special characters as: space or å/ä/ö.

Example of approved filename: advertiser_pixelsize_dateofcampaign