

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®



OCEAN

STOCKHOLMS CENTRALSTATION

Grand Central

9422 × 720 px

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Grand Central

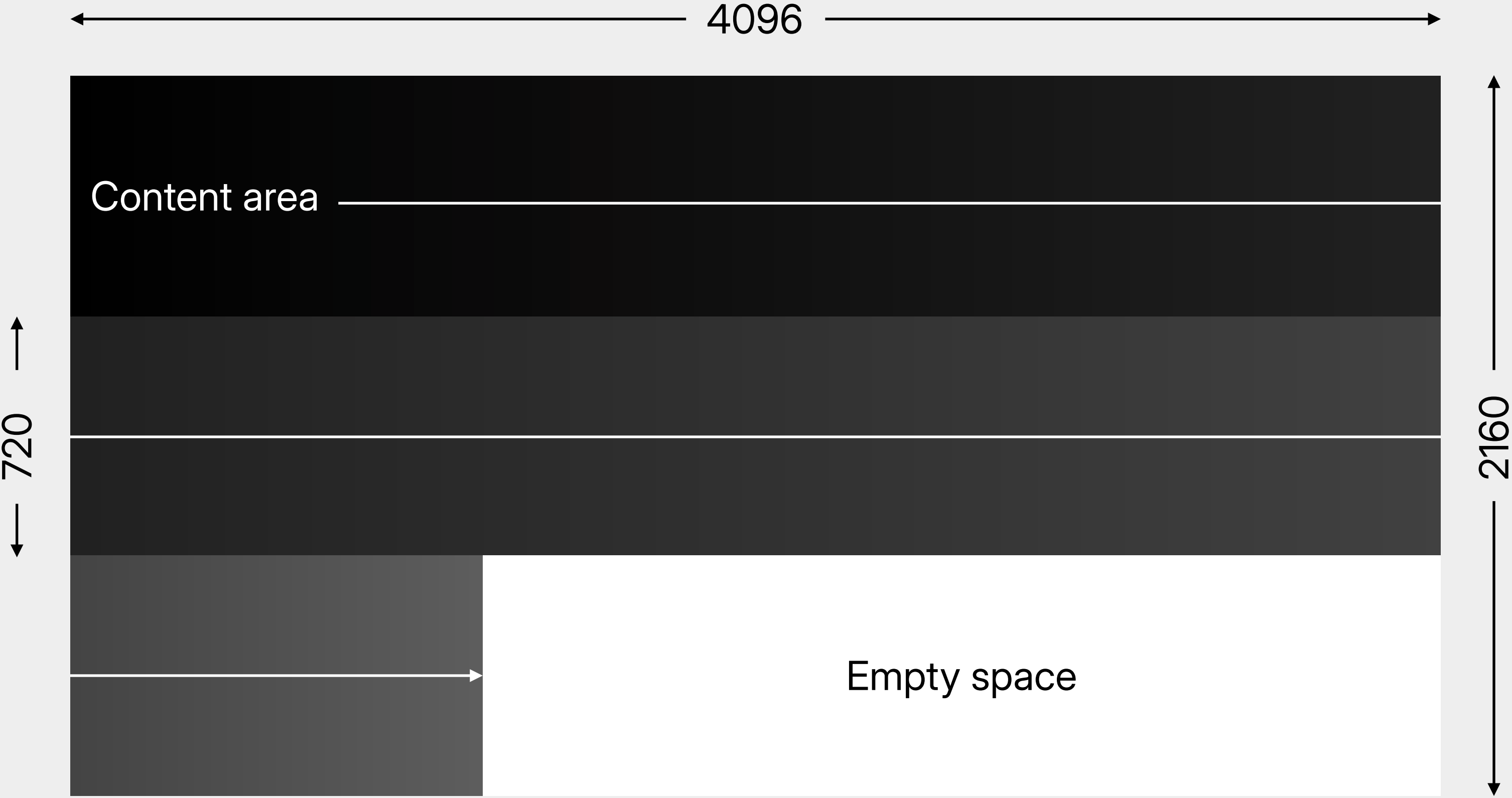
9422 × 720 px

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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Event location upper level

50-200 sqm

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Station Domination Stockholm

Included advertising space

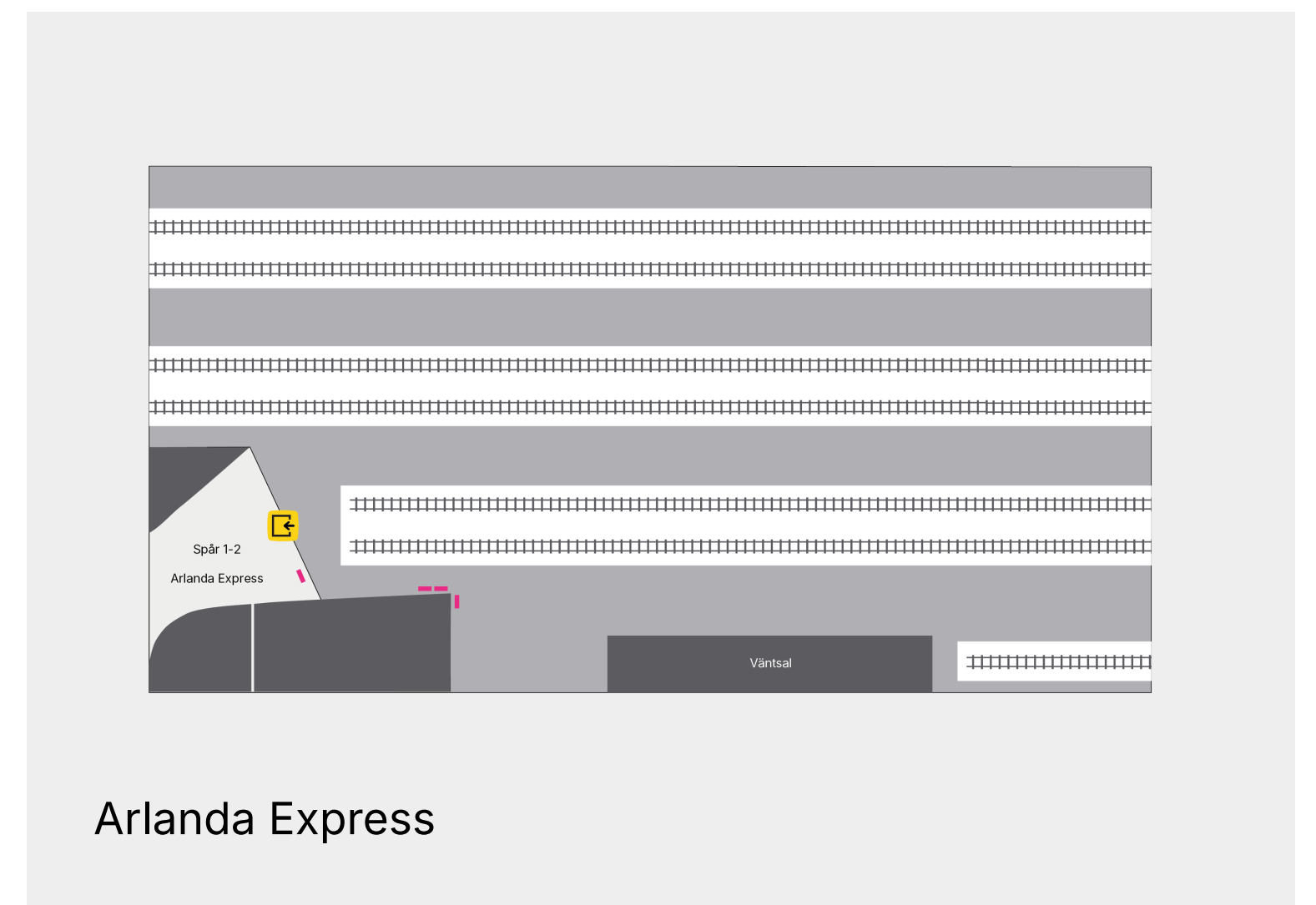
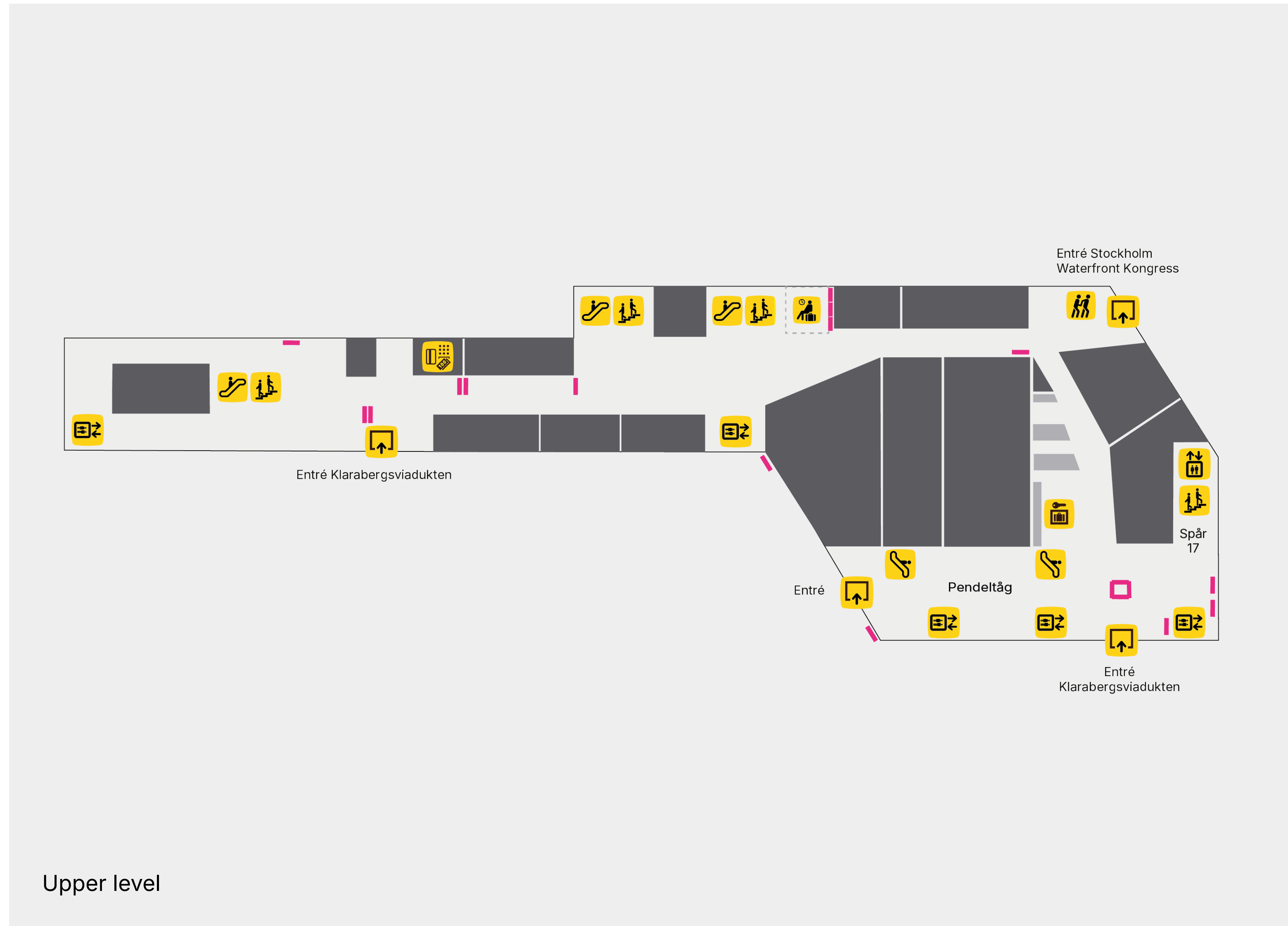
- Grand Central (25%)
- DOOH (8,33%)
- 18 wrapped revolving doors (main entrance)
- 12 wrapped doors towards "Gula gången"
- Installation above "the ring"
- 20 pillar banners (lower level)
- 4 box sides (lower level)
- 1 banner (north escalator)
- 1 banner (south escalator)
- Event space: 50-200 sqm

Continues on next page



Centralhallen

Station Domination Stockholm



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Wrapped revolving doors Main entrance

(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

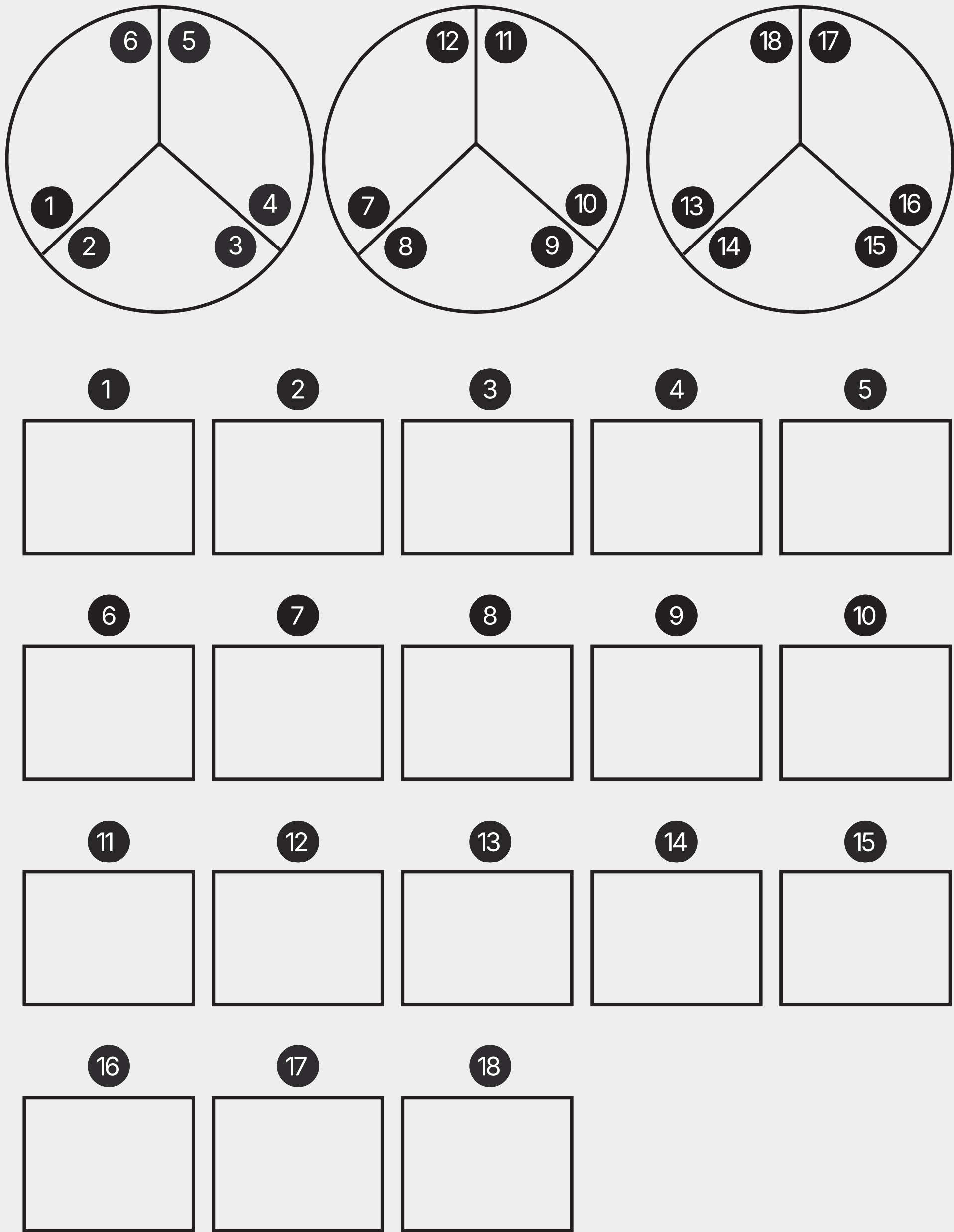
Avoid placing the logo or text on the top and bottom 100 mm.

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" (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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Wrapped doors towards "Gula gången"

(12 locations)

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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.

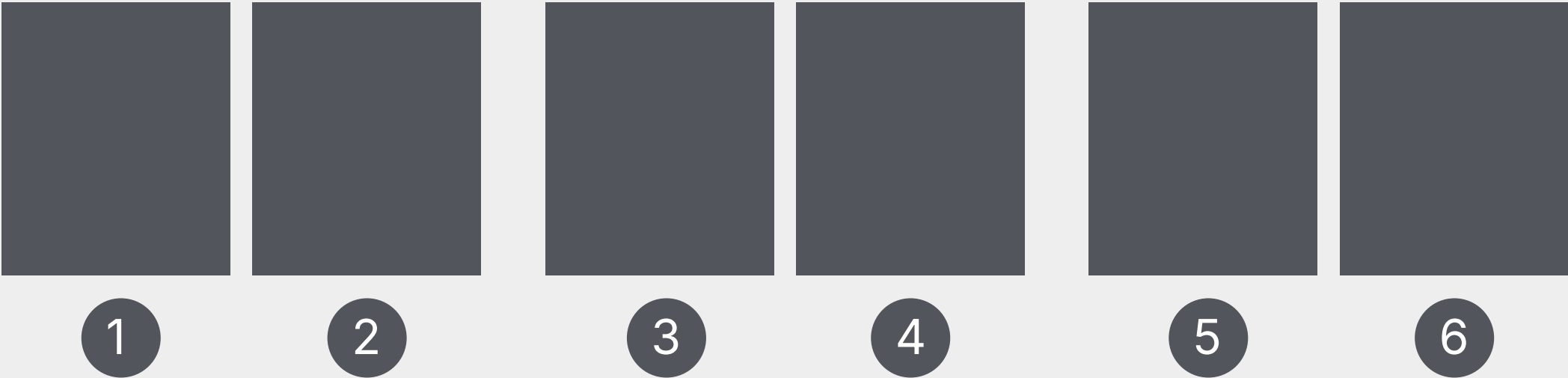
Production
Use a matte laminate to avoid "glare" from spotlights.

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

Delivery/packageing
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



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Installation above "the ring"

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

Maximum weight: 75 kg

Measurement: Aim for 5x3m, depending on the shape

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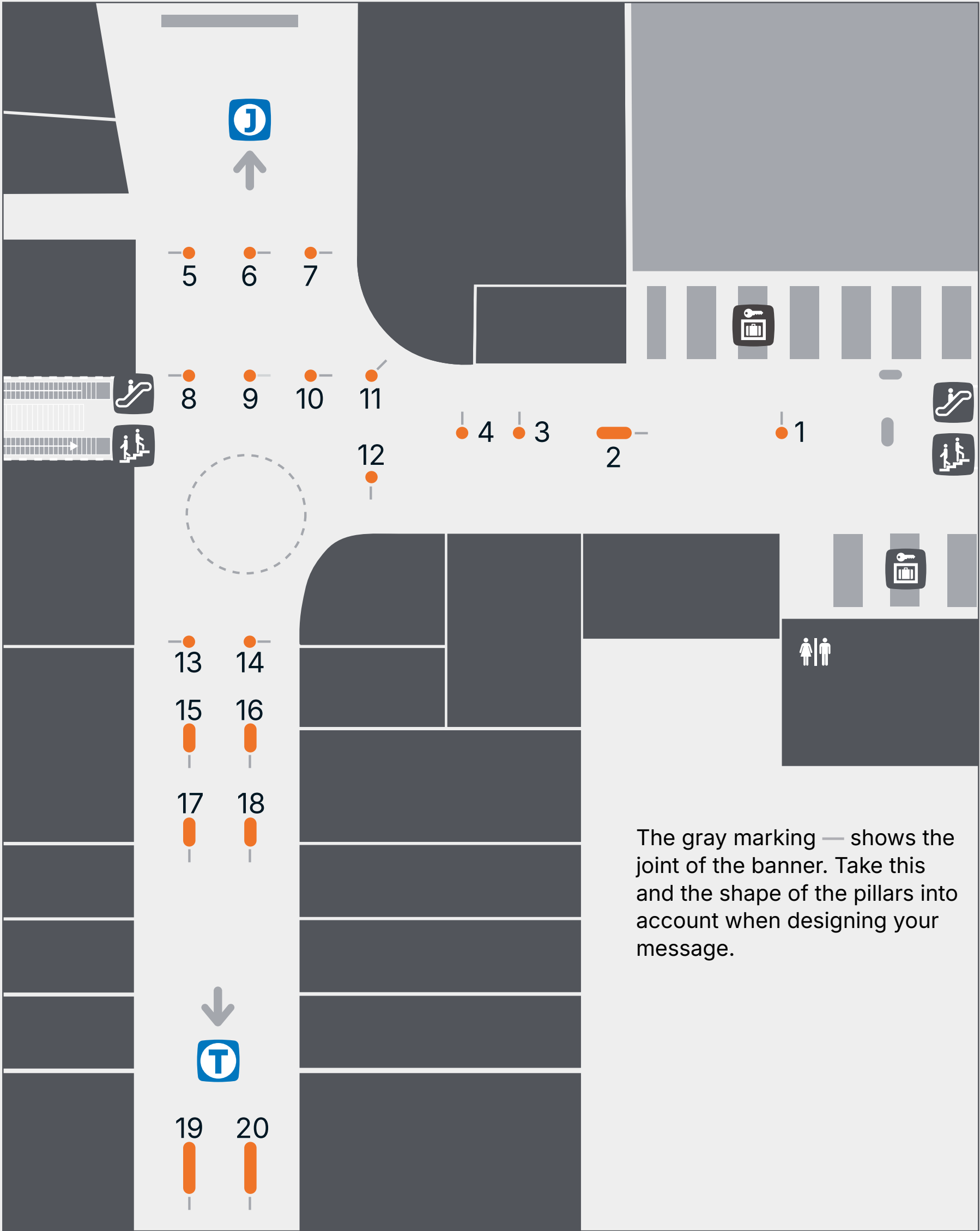


Pillar Banners in lower hall

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



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Box side lower hall

(4 locations)

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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.

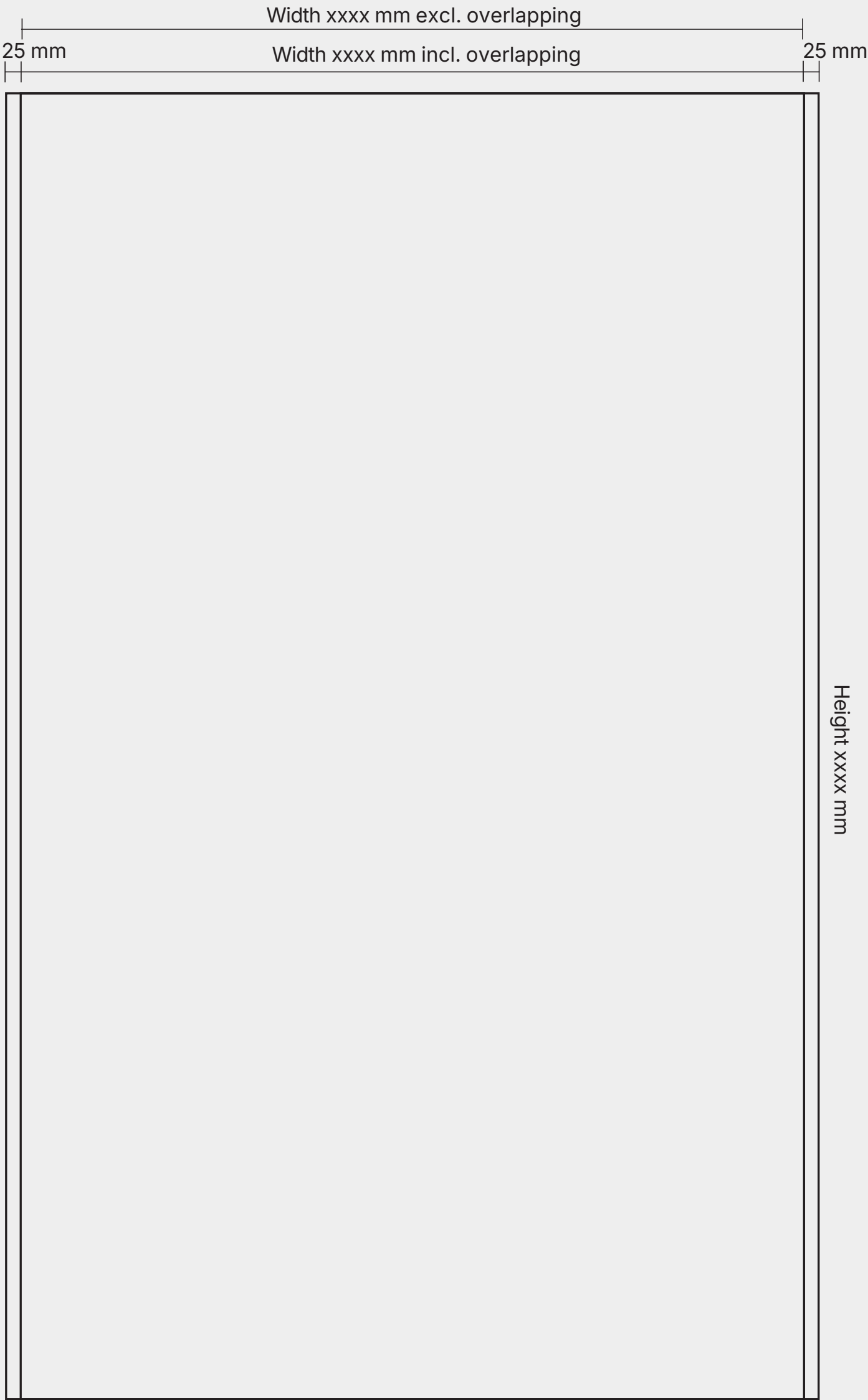
Additional information

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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Pillar Banners lower hall

(20 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.

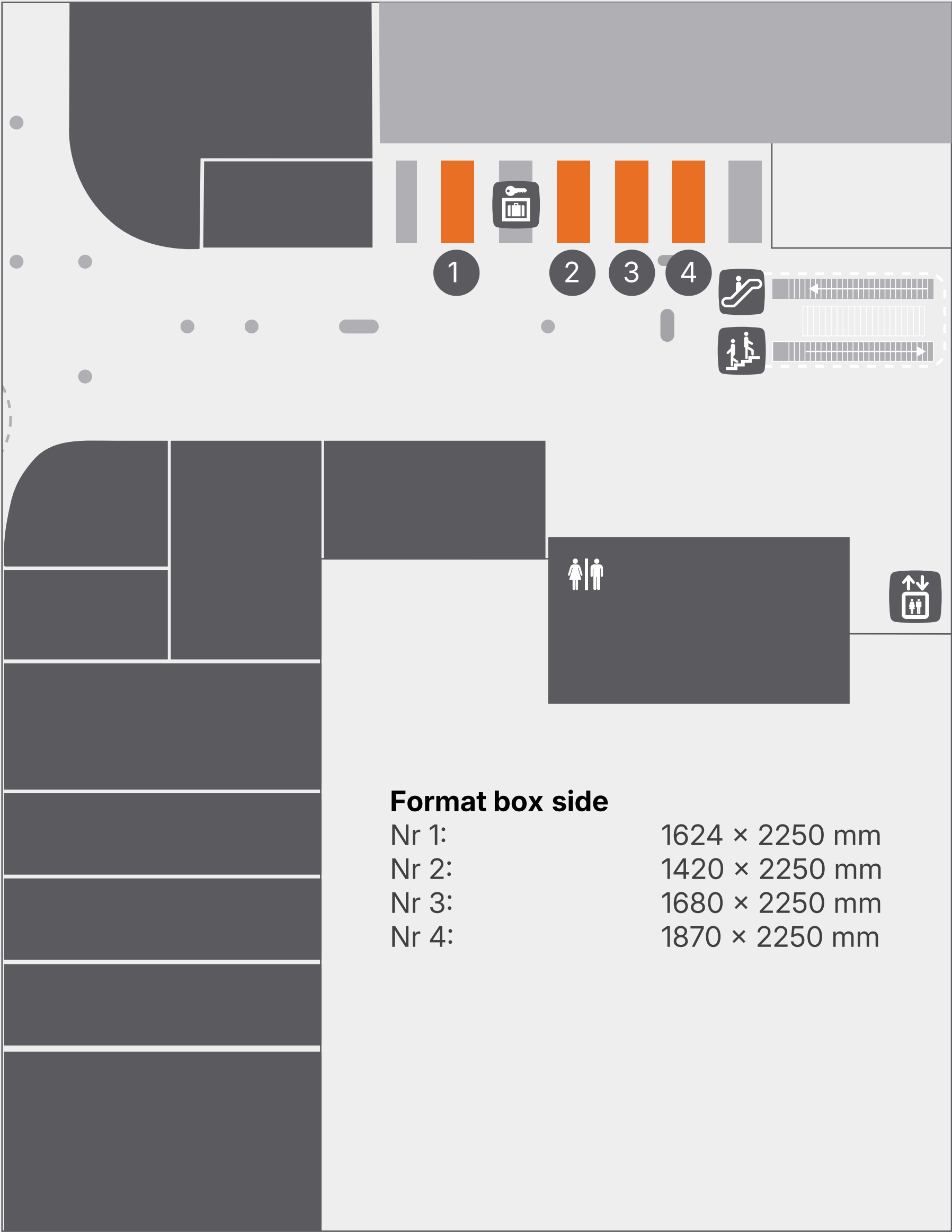
Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

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.

Location plan



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

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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Banner South escalator

11230 × 930 mm

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Delivery

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

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