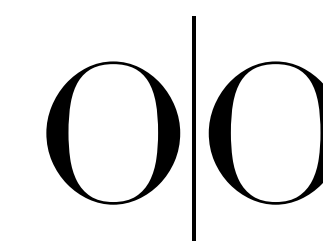


PRISLISTA OCEAN OUTDOOR SEPTEMBER 2026

# PRISLISTA

The Art of Outdoor®





# Produkter

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Klicka på respektive produktkategori/ nätverk eller tjänst för aktuella priser

## Premium Impact

ICONS  
HALO  
The Grid  
Murals  
Banners  
DeepScreen

## Reach & Impact

The Fusion  
Sales Activation  
The Loop  
XL Network

## Brand Activation

Malls, City & Central Stations  
Labs

## Övriga produkter & tjänster

Eurosize  
Studio

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# Premium impact

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Ge ditt **varumärke** den synlighet det **förtjänar**.

Sveriges största och mest kraftfulla D/OOH impact-plattform. Med en helhetslösning som kombinerar DOOH impact, storformats-banners och ikoniska muraler, skapar vi minnesvärda uttryck i de bästa reklammiljöerna.

Vi har ett flertal nätverk och produkter, som kan erbjuda er premium impact, såväl digitalt som analogt:

- ICONS
- Halo
- The Grid
- Murals
- Banners
- DeepScreen

The Art of Outdoor®



ICONS

| Network   | Type of Screens | Screens | Large Format | Small Format | Reach % | Reach   | Frequency | EA-VAC*   | Share of Voice | Period | Gross Price |
|-----------|-----------------|---------|--------------|--------------|---------|---------|-----------|-----------|----------------|--------|-------------|
| ICONS - L | Large Format    | 10      | 10           | 0            | 17,3 %  | 372 765 | 3,1       | 1 381 517 | 8,33 %         | 7 days | 399 000     |
| ICONS - M | Large Format    | 10      | 10           | 0            | 14,5 %  | 313 451 | 3         | 1 036 552 | 6,25 %         | 7 days | 299 000     |
| ICONS - S | Large Format    | 10      | 10           | 0            | 10,7 %  | 232 502 | 2,8       | 691 588   | 4,17 %         | 7 days | 200 000     |

HALO

| Name of package            | Screens    | Share of Voice | Screens                | Share of Voice | Screens                | Share of Voice | Period | Gross Price |
|----------------------------|------------|----------------|------------------------|----------------|------------------------|----------------|--------|-------------|
| MOS Brand domination       | Halo Plaza | 100 %          | Halo                   | 100 %          | Impact & Small formats | 8,33 %         | 1 week | 989 000     |
| Halo @ Mall of Scandinavia | Halo       | 100 %          |                        |                |                        |                | 1 week | 650 000     |
| Halo @ Mall of Scandinavia | Halo       | 50 %           |                        |                |                        |                | 1 week | 379 000     |
| Halo Digital domination    | Halo       | 100 %          | Impact & Small formats | 8,33 %         |                        |                | 1 week | 699 000     |
| Halo domination            | Halo       | 50 %           | Impact & Small formats | 4,17 %         |                        |                | 1 week | 420 000     |

\*estimated number of VAC-contacts

The Grid

| Network                           | Type of Screens | Screens | Large Format | Small Format | Reach % | Reach   | Frequency | EA-VAC*   | Share of Voice | Period | Gross Price |
|-----------------------------------|-----------------|---------|--------------|--------------|---------|---------|-----------|-----------|----------------|--------|-------------|
| The Grid - L                      | Large Format    | 41      | 41           | 0            | 23,1 %  | 926 816 | 3,3       | 2 927 803 | 8,33 %         | 7 days | 439 000     |
| The Grid - M                      | Large Format    | 41      | 41           | 0            | 19,5 %  | 780 848 | 3         | 2 196 731 | 6,25 %         | 7 days | 329 000     |
| The Grid - S                      | Large Format    | 41      | 41           | 0            | 14,6 %  | 585 099 | 2,7       | 1 465 659 | 4,17 %         | 7 days | 220 000     |
| *estimated number of VAC-contacts |                 |         |              |              |         |         |           |           |                |        |             |

Murals

| Location        | Geographic | Type  | Categories | Format           | Footfall | Period       | Surfaces | Full-size Mural Price 4 v |
|-----------------|------------|-------|------------|------------------|----------|--------------|----------|---------------------------|
| Kungsgatan      | Stockholm  | Mural | Street     | See separate PDF | 600 000  | Min. 14 days | 1        | 800 000                   |
| Nybrogatan      | Stockholm  | Mural | Street     | See separate PDF | 633 500  | Min. 14 days | 1        | 950 000                   |
| Södermannagatan | Stockholm  | Mural | Street     | See separate PDF | 452 000  | Min. 14 days | 1        | 900 000                   |

DeepScreen

| DeepScreen                            | Geographic | Type of Screen | License & Template | Production | Share of Voice | Screens | Period | Gross Price |
|---------------------------------------|------------|----------------|--------------------|------------|----------------|---------|--------|-------------|
| Icon @ Sergels Torg                   | Stockholm  | Large Format   | Included           | Excluded   | 16,66 %        | 1       | 7 days | 260 000     |
| Icon @ Mall of Scandinavia            | Stockholm  | Large Format   | Included           | Excluded   | 16,66 %        | 1       | 7 days | 150 000     |
| Icon @ NK                             | Stockholm  | Large Format   | Included           | Excluded   | 16,66 %        | 1       | 7 days | 102 260     |
| Icon @ The Node                       | Stockholm  | Large Format   | Included           | Excluded   | 16,66 %        | 1       | 7 days | 150 000     |
| The Curve & The Screen @ Täby Centrum | Stockholm  | Large Format   | Included           | Excluded   | 16,66 %        | 2       | 7 days | 200 000     |

Banners

| Location                       | Geographic | Categories | Format                                              | Footfall 2 v | Banners | Price 1 v | Price 2 v |
|--------------------------------|------------|------------|-----------------------------------------------------|--------------|---------|-----------|-----------|
| Fridhemsplan                   | Stockholm  | City       | 500 × 1 200 cm (60 kvm)                             | 400 000      | 1       | 269 000   | 348 000   |
| Hötorget                       | Stockholm  | City       | 1000 × 1 250 cm (125 kvm)                           | 800 000      | 1       | 399 000   | 595 000   |
| Kungsgatan                     | Stockholm  | City       | 600 × 680 cm (41 kvm)                               | 300 000      | 1       | 268 000   | 348 000   |
| Kungsträdgården trekantspelare | Stockholm  | City       | 3 × 450 × 560 cm (75 kvm) + 3 × 500 × 50 cm (board) | 600 000      | 3       | 420 000   | 770 000   |
| Odenplan                       | Stockholm  | City       | 490 × 1 300 cm (64 kvm)                             | 400 000      | 1       | 268 000   | 348 000   |
| Stureplan 15                   | Stockholm  | City       | 1 000 × 750 cm (75 kvm)                             | 900 000      | 1       | N/A       | 835 000   |
| Drottningholmsvägen            | Stockholm  | Roadside   | 450 × 850 cm (39 kvm)                               | 1 153 000    | 1       | 214 000   | 279 000   |
| Essingeleden                   | Stockholm  | Roadside   | 1 400 × 985 cm (138 kvm)                            | 2 750 000    | 1       | 214 000   | 279 000   |
| Norrtull                       | Stockholm  | Roadside   | 1 800 × 900 cm (162 kvm)                            | 980 000      | 1       | 214 000   | 279 000   |
| Roslagstull                    | Stockholm  | Roadside   | 700 × 970 cm (69 kvm)                               | 3 824 660    | 1       | 214 000   | 279 000   |
| Värmdöleden                    | Stockholm  | Roadside   | 1 050 × 1 400 cm (138 kvm)                          | 689 000      | 1       | 214 000   | 279 000   |
| Kungsportsplatsen              | Göteborg   | City       | 500 × 1000 cm (50 kvm)                              | 420 000      | 1       | 360 000   | 483 000   |
| Redbergsplatsen                | Göteborg   | Roadside   | 1 200 × 1 200 cm (144 kvm)                          | 589 000      | 1       | 214 000   | 279 000   |
| Centralstationen A + B         | Malmö      | City       | 450 × 1 000 cm + 2 000 × 750 cm (195 kvm)           | 250 000      | 2       | 519 000   | 708 000   |
| Centralstationen A             | Malmö      | City       | 450 × 1 000 cm (45 kvm)                             | 250 000      | 1       | 268 000   | 348 000   |
| Centralstationen B             | Malmö      | City       | 2 000 × 750 cm (150 kvm)                            | 250 000      | 1       | 295 000   | 420 000   |
| Gustav Adolfs Torg A + B       | Malmö      | City       | 400 × 700 cm + 350 × 1 000 cm (70 kvm)              | 350 000      | 2       | 268 000   | 348 000   |
| Södergatan                     | Malmö      | City       | 410 × 990 cm (41 kvm)                               | 400 000      | 1       | 268 000   | 348 000   |
| Hamnplan                       | Visby      | City       | 800 × 480 cm (40 kvm)                               | 100 000      | 1       | 330 000   | 530 000   |
| Hamnplan Almedalsveckan        | Visby      | City       | 800 × 480 cm (40 kvm)                               | 100 000      | 1       | 720 000   | N/A       |

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# Reach & Impact

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Ge ert varumärke **maximal** räckvidd.

Med Reach & Impact förenar vi det bästa av två världar: kraften i impact-DOOH och den breda exponeringen i reach-DOOH.

Tillsammans skapas ett heltäckande ekosystem där varumärken både syns stort och nationellt.

Strategiskt utvalda premiumplatser kombineras med hög räckvidd i landsomfattande digitala nätverk – för kampanjer som verkligen rör sig genom Sverige och lämnar ett bestående intryck.

Reach & Impact består av följande nätverk:

- The Fusion
- The Loop
- XL Network

The Art of Outdoor®



o|o

OCEAN

The Fusion

| Network                       | Type of Screens      | Screens | Large Format | Small Format | Reach % | Reach     | Frequency | EA-VAC*    | Share of Voice | Period | Gross Price |
|-------------------------------|----------------------|---------|--------------|--------------|---------|-----------|-----------|------------|----------------|--------|-------------|
| The Fusion National - L       | Large & Small Format | 1201    | 101          | 1100         | 37,6 %  | 3 070 821 | 7,4       | 24 774 816 | 8,33 %         | 7 days | 3 199 000   |
| The Fusion National - M       | Large & Small Format | 1201    | 101          | 1100         | 34,7 %  | 2 835 320 | 6,4       | 18 588 548 | 6,25 %         | 7 days | 2 400 000   |
| The Fusion National - S       | Large & Small Format | 1201    | 101          | 1100         | 30,1 %  | 2 455 465 | 5         | 12 402 279 | 4,17 %         | 7 days | 1 601 000   |
| The Fusion Metropolitan - L   | Large & Small Format | 810     | 57           | 753          | 57,4 %  | 2 314 128 | 7,8       | 19 651 564 | 8,33 %         | 7 days | 2 599 000   |
| The Fusion Metropolitan -M    | Large & Small Format | 810     | 57           | 753          | 53,6 %  | 2 163 050 | 6,6       | 14 744 571 | 6,25 %         | 7 days | 1 950 000   |
| The Fusion Metropolitan - S   | Large & Small Format | 810     | 57           | 753          | 47,1 %  | 1 902 407 | 5,1       | 9 837 577  | 4,17 %         | 7 days | 1 301 000   |
| The Fusion Stockholm - L      | Large & Small Format | 632     | 38           | 594          | 67,5 %  | 1 611 138 | 8,5       | 15 096 240 | 8,33 %         | 7 days | 2 095 000   |
| The Fusion Stockholm - M      | Large & Small Format | 632     | 38           | 594          | 63,1 %  | 1 503 501 | 7,1       | 11 326 710 | 6,25 %         | 7 days | 1 572 000   |
| The Fusion Stockholm - S      | Large & Small Format | 632     | 38           | 594          | 55,6 %  | 1 322 176 | 5,5       | 7 557 181  | 4,17 %         | 7 days | 1 049 000   |
| The Fusion Malls National - L | Large & Small Format | 858     | 35           | 823          | 27,2 %  | 2 217 451 | 5,5       | 13 756 084 | 8,33 %         | 7 days | 1 859 000   |
| The Fusion Malls National - M | Large & Small Format | 858     | 35           | 823          | 24,9 %  | 2 035 363 | 4,8       | 10 321 192 | 6,25 %         | 7 days | 1 395 000   |
| The Fusion Malls National - S | Large & Small Format | 858     | 35           | 823          | 21,2 %  | 1 727 161 | 3,8       | 6 886 299  | 4,17 %         | 7 days | 931 000     |

\*Estimated Average VAC-contacts

A few screens in our networks are not classified in Outdoor Impact, For this reason, VAC-contacts are referred to as Estimated Average VAC contacts (EA-VAC) in Ocean Outdoors ratecard.  
Reach, Reach % and Frequency per network are based solely onVAC-classified screens in Outdoor Impact,.



The Fusion

| Network                                    | Type of Screens      | Screens | Large Format | Small Format | Reach % | Reach     | Frequency | EA-VAC*    | Share of Voice | Period | Gross Price |
|--------------------------------------------|----------------------|---------|--------------|--------------|---------|-----------|-----------|------------|----------------|--------|-------------|
| The Fusion Malls Metropolitan - L          | Large & Small Format | 574     | 18           | 556          | 41,5 %  | 1 635 767 | 5,5       | 10 223 333 | 8,33 %         | 7 days | 1 413 000   |
| The Fusion Malls Metropolitan - M          | Large & Small Format | 574     | 18           | 556          | 38,5 %  | 1 519 545 | 4,8       | 7 670 568  | 6,25 %         | 7 days | 1 060 000   |
| The Fusion Malls Metropolitan - S          | Large & Small Format | 574     | 18           | 556          | 33,1 %  | 1 307 084 | 3,7       | 5 117 803  | 4,17 %         | 7 days | 707 000     |
| The Fusion Train Stations National - L     | Large & Small Format | 248     | 13           | 235          | 12,6 %  | 1 032 264 | 6,3       | 6 789 830  | 8,33 %         | 7 days | 799 000     |
| The Fusion Train Stations National - M     | Large & Small Format | 248     | 13           | 235          | 11,4 %  | 934 691   | 5,6       | 5 094 410  | 6,25 %         | 7 days | 599 000     |
| The Fusion Train Stations National - S     | Large & Small Format | 248     | 13           | 235          | 9,6 %   | 784 014   | 4,6       | 3 398 990  | 4,17 %         | 7 days | 400 000     |
| The Fusion Train Stations Metropolitan - L | Large & Small Format | 185     | 11           | 174          | 21,9 %  | 925 575   | 6,6       | 6 334 667  | 8,33 %         | 7 days | 765 000     |
| The Fusion Train Stations Metropolitan - M | Large & Small Format | 185     | 11           | 174          | 19,9 %  | 844 471   | 5,8       | 4 752 902  | 6,25 %         | 7 days | 574 000     |
| The Fusion Train Stations Metropolitan - S | Large & Small Format | 185     | 11           | 174          | 16,7 %  | 714 015   | 4,7       | 3 171 136  | 4,17 %         | 7 days | 383 000     |

\*Estimated Average VAC-contacts

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The Fusion - Sales Activation

Point of Sale

| Network                               | Type of Screens      | Screens | Large Format | Small Format | Reach % | Reach     | Frequency | *EA VAC    | Share of Voice | Period | Gross Price |
|---------------------------------------|----------------------|---------|--------------|--------------|---------|-----------|-----------|------------|----------------|--------|-------------|
| The Fusion Point of Sale National - L | Large & Small Format | 825     | 42           | 783          | 28,3 %  | 2 310 958 | 7         | 17 790 297 | 8,33 %         | 7 days | 2 499 000   |
| The Fusion Point of Sale National - M | Large & Small Format | 825     | 42           | 783          | 26,1 %  | 2 132 942 | 6,1       | 13 348 062 | 6,25 %         | 7 days | 1 875 000   |
| The Fusion Point of Sale National - S | Large & Small Format | 825     | 42           | 783          | 22,5 %  | 1 834 406 | 4,8       | 8 905 827  | 4,17 %         | 7 days | 1 251 000   |

Pharmacy

| Network                          | Type of Screens      | Screens | Large Format | Small Format | Reach % | Reach     | Frequency | *EA VAC    | Share of Voice | Period | Gross Price |
|----------------------------------|----------------------|---------|--------------|--------------|---------|-----------|-----------|------------|----------------|--------|-------------|
| The Fusion Pharmacy National - L | Large & Small Format | 778     | 32           | 746          | 26,4 %  | 2 155 277 | 5,5       | 13 191 607 | 8,33 %         | 7 days | 1 899 000   |
| The Fusion Pharmacy National - M | Large & Small Format | 778     | 32           | 746          | 24,3 %  | 1 982 408 | 4,8       | 9 897 665  | 6,25 %         | 7 days | 1 425 000   |
| The Fusion Pharmacy National - S | Large & Small Format | 778     | 32           | 746          | 20,6 %  | 1 685 350 | 3,8       | 6 603 721  | 4,17 %         | 7 days | 951 000     |

\*Estimated Average VAC-contacts

A few screens in our networks are not classified in Outdoor Impact, For this reason, VAC-contacts are referred to as Estimated Average VAC contacts (EA-VAC) in Ocean Outdoors ratecard.  
Reach, Reach % and Frequency per network are based solely onVAC-classified screens in Outdoor Impact,.

The Loop

| Network      | Type of Screens | Screens | Large Format | Small Format | Reach % | Reach   | Frequency | EA-VAC*   | Share of Voice | Period | Gross Price |
|--------------|-----------------|---------|--------------|--------------|---------|---------|-----------|-----------|----------------|--------|-------------|
| The Loop - L | Small Format    | 40      | 0            | 40           | 21,7 %  | 498 728 | 2,9       | 1 456 271 | 8,33 %         | 7 days | 294 000     |
| The Loop - M | Small Format    | 40      | 0            | 40           | 18,2 %  | 420 917 | 2,6       | 1 092 640 | 6,25 %         | 7 days | 221 000     |
| The Loop - S | Small Format    | 40      | 0            | 40           | 13,6 %  | 317 588 | 2,3       | 729 010   | 4,17 %         | 7 days | 147 000     |

\*Estimated Average VAC-contacts

A few screens in our networks are not classified in Outdoor Impact, For this reason, VAC-contacts are referred to as Estimated Average VAC contacts (EA-VAC) in Ocean Outdoors ratecard.  
Reach, Reach % and Frequency per network are based solely onVAC-classified screens in Outdoor Impact,.

XL Network

| Network        | Type of Screens | Screens | Large Format | Small Format | Reach % | Reach     | Frequency | EA-VAC*   | Share of Voice | Period | Gross Price |
|----------------|-----------------|---------|--------------|--------------|---------|-----------|-----------|-----------|----------------|--------|-------------|
| XL Network - L | Large Format    | 48      | 48           | 0            | 13,1 %  | 1 071 479 | 3,4       | 3 595 924 | 8,33 %         | 7 days | 375 000     |
| XL Network - M | Large Format    | 48      | 48           | 0            | 10,9 %  | 887 345   | 3,2       | 2 698 022 | 6,25 %         | 7 days | 281 000     |
| XL Network - S | Large Format    | 48      | 48           | 0            | 8,0 %   | 656 597   | 3         | 1 800 120 | 4,17 %         | 7 days | 188 000     |

\*estimated number of VAC-contacts

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# Brand Activation

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## När varumärket blir en **upplevelse**.

Vill ni ta nästa steg och skapa en starkare koppling mellan varumärke och målgrupp? Med Brand Activation från Ocean Outdoor förvandlas passiv närvaro till aktivt engagemang – där upplevelser, interaktion och känslor driver relationen framåt.

Brand Activation är mer än marknadsföring – det är underhållning, storytelling och interaktion i ett. Skapa en plats där varumärket får liv, där känslor väcks och där publiken blir en del av berättelsen.

Genom Ocean Labs, Oceans brand experience- och innovationsteam hjälper vi er att göra det omöjliga, möjligt.



Brand Activation - Malls

| Promotion/Experiential          | Location                      | Type                                         | Share of Voice                 | Promotion Area - Size | Period | Screens    | Promotion Areas | Gross Price |
|---------------------------------|-------------------------------|----------------------------------------------|--------------------------------|-----------------------|--------|------------|-----------------|-------------|
| Full Arena Domination           | Westfield Mall of Scandinavia | DOOH, Halo, Promotion Area, Foliation, Sound | Halo 100 %, All other 16,66 %  | All promotion areas   | 7 days | 46         | 5               | 2 000 000   |
| Halo & Halo Plaza               | Westfield Mall of Scandinavia | DOOH, Halo, Promotion Area                   | Halo 100 %, All other 8,33 %   | 227 sqm               | 7 days | 46         | 1               | 989 000     |
| Halo Plaza                      | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 227 sqm               | 7 days | 37         | 1               | 350 000     |
| Halo Passage                    | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 36 sqm                | 7 days | 37         | 1               | 210 000     |
| Halo Avenue Takeover            | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 11 sqm                | 7 days | 37         | 1               | 240 000     |
| Flagship Avenue                 | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 20 sqm                | 7 days | 37         | 1               | 260 000     |
| Flagship Passage                | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 43 sqm                | 7 days | 37         | 1               | 260 000     |
| Beauty Spot                     | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 12 sqm                | 7 days | 37         | 1               | 185 000     |
| Convenience Square              | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 20 sqm                | 7 days | 37         | 1               | 210 000     |
| Star Square Entrance Domination | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | Several               | 7 days | 37         | 1               | 305 000     |
| The Box                         | Westfield Mall of Scandinavia | DOOH, Promotion Area                         | 8,33 %                         | 25 sqm                | 7 days | 37         | 1               | 180 000     |
| The Escalator Branding          | Westfield Mall of Scandinavia | DOOH, Foliation                              | 8,33 %                         | -                     | 7 days | 37         | -               | 140 000     |
| Gemini Plaza Domination         | Westfield Täby Centrum        | DOOH, Geminis, Promotion Area, Foliation     | Geminis 25 %, all other 8,33 % | 240 sqm               | 7 days | 47         | 1               | 376 000     |
| Gemini Plaza Medium             | Westfield Täby Centrum        | DOOH, Geminis, Promotion Area                | Geminis 25 %, all other 8,33 % | 80 sqm                | 7 days | 47         | 1               | 286 000     |
| Gemini Plaza Small              | Westfield Täby Centrum        | DOOH, Geminis, Promotion Area                | Geminis 25 %, all other 8,33 % | 40 sqm                | 7 days | 47         | 1               | 251 000     |
| Other malls by request          | Any mall in Ocean network     | DOOH, Promotion Area                         | By request                     | By request            | 7 days | By request | By request      | By request  |

Brand Activation - City

| Promotion/Experiential | Location                  | Type                     | Promotion Area - Size | Period | Promotion Areas | Gross Price |
|------------------------|---------------------------|--------------------------|-----------------------|--------|-----------------|-------------|
| Kungsträdgården Event  | Kungsträdgården Stockholm | Event and Special Builds | 15 kvm                | 7 days | 1               | 200 000     |

Brand Activation - Central Stations

| Promotion/Experiential               | Location                                       | Type                                                          | Share of Voice                       | Promotion Area - Size | Period | Screens    | Promotion Areas | Gross Price |
|--------------------------------------|------------------------------------------------|---------------------------------------------------------------|--------------------------------------|-----------------------|--------|------------|-----------------|-------------|
| Metropolitan Domination              | Stockholm, Gothenburg & Malmö Central Stations | DOOH, Grand Central ICON, Banners, Foliations, Promotion Area | Grand Central 25 %, All Other 8,33 % | 18-150 sqm            | 7 days | 139        | 3               | 2 072 000   |
| Metropolitan Experience              | Stockholm, Gothenburg & Malmö Central Stations | DOOH Grand Central ICON, Foliations, Promotion Area           | Grand Central 25 %, All Other 8,33 % | 18 -150 sqm           | 7 days | 139        | 3               | 1 411 000   |
| Metropolitan Attention               | Stockholm, Gothenburg & Malmö Central Stations | DOOH, Banners, Foliations                                     | 8,33 %                               |                       | 7 days | 139        | -               | 1 451 000   |
| Stockholm Domination                 | Stockholm Central Station                      | DOOH, Grand Central ICON, Banners, Foliations, Promotion Area | Grand Central 25 %, All Other 8,33 % | 150 sqm               | 7 days | 91         | 1               | 1 175 000   |
| Stockholm Experience                 | Stockholm Central Station                      | DOOH Grand Central ICON, Foliations, Promotion Area           | Grand Central 25 %, All Other 8,33 % | 50 sqm                | 7 days | 91         | 1               | 800 000     |
| Stockholm Attention                  | Stockholm Central Station                      | DOOH, Banners, Foliatons                                      | 8,33 %                               |                       | 7 days | 90         | -               | 925 000     |
| Gothenburg Domination                | Gothenburg Central Station                     | DOOH, Banners, Foliations, Promotion Area                     | 16,66 %                              | 21 sqm                | 7 days | 31         | 1               | 545 000     |
| Gothenburg Experience                | Gothenburg Central Station                     | DOOH, Banners, Foliations, Promotion Area                     | 8,33 %                               | 21 sqm                | 7 days | 31         | 1               | 370 000     |
| Gothenburg Attention                 | Gothenburg Central Station                     | DOOH, Banners                                                 | 8,33 %                               |                       | 7 days | 31         | -               | 335 000     |
| Malmö Domination                     | Malmö Central Station                          | DOOH, Banners, Foliations, Promotion Area                     | 16,66 %                              | 18 sqm                | 7 days | 27         | 1               | 352 000     |
| Malmö Experience                     | Malmö Central Station                          | DOOH, Banners, Foliations, Promotion Area                     | 8,33 %                               | 18 sqm                | 7 days | 27         | 1               | 241 000     |
| Malmö Attention                      | Malmö Central Station                          | DOOH, Banners, Foliations                                     | 8,33 %                               | -                     | 7 days | 27         | -               | 191 000     |
| Other Central Stations<br>by request | Solna & Uppsala                                | DOOH, Promotion Area                                          | By request                           | By request            | 7 days | By request | By request      | By request  |

BRAND ACTIVATION

# Ocean Labs

Din nästa **varumärkesupplevelse** börjar här.

Ocean Labs är Oceans brand experience- och innovationsteam – experterna som förenar teknik, kreativitet och insiktsdriven kommunikation för att skapa kampanjer som engagerar på riktigt.

Genom att kombinera vår expertis med er ambition skapar vi kampanjer som får människor att stanna upp, känna, dela – och agera. Ocean Labs är motorn bakom några av marknadens mest minnesvärda brand experiences.

The Art of Outdoor®



OCEAN

Labs

| Network                     |  | Solution                                                   | Excluded                    | Price starting from |
|-----------------------------|--|------------------------------------------------------------|-----------------------------|---------------------|
| AI Photo Booth              |  | Change yourself with AI                                    | Promotion Area              | 300 000             |
| AI Window                   |  | Change your view with AI                                   | Promotion Area              | 300 000             |
| AR-DOOH                     |  | AR on DOOH-screen through camera                           | Promotion Area              | 250 000             |
| AR-Phone                    |  | AR through phone on Mural/Banner                           | Media                       | 250 000             |
| Drone Show                  |  | 500 drones synked by request                               | Media, Promotion Area       | 1 500 000           |
| Haptic                      |  | Control a screen without touching it                       | Promotion Area              | 200 000             |
| Live Data                   |  | Live Data that triggers DOOH-messages                      | Media                       | 50 000              |
| Live Streaming              |  | Live-strem an event/match/happening                        | Media                       | 50 000              |
| Projections                 |  | Projection on a Mural, Banner, Facade                      | Media                       | 73 000              |
| Projection Mapping          |  | Projection based on the artwork on a Mural, Banner, Facade | Media                       | 150 000             |
| Shoutout                    |  | Sound connected to DOOH                                    | Media, Promotion Area       | 50 000              |
| Skeletal Tracking           |  | AR/MR experience in the screen                             | Media and/or promotion Area | 150 000             |
| Special Build Banner/Mural  |  | 3D, illumination, paint, object etc                        | Media                       | 100 000             |
| Special Build DOOH/Eurosize |  | By request                                                 | Media                       | 50 000              |
| Ultra Sound                 |  | Audio through ultra vibrations,                            | Media, Promotion Area       | 100 000             |

# Övriga produkter & tjänster

Ocean erbjuder förutom tidigare nämnda nätverk och produkter även följande produkter & tjänster:

- Eurosize Stockholm City
- Ocean Studio



# Eurosize



| Network                           | Type of Screens | Screens | Large Format | Small Format | Reach % | Reach   | Frequency | EA-VAC*   | Share of Voice | Period | Gross Price |
|-----------------------------------|-----------------|---------|--------------|--------------|---------|---------|-----------|-----------|----------------|--------|-------------|
| Eurosize Stockholm City           | Small Format    | 22      | 0            | 22           | 25,4 %  | 569 550 | 2,7       | 1 641 072 | n/a            | 7 days | 123 000     |
| *estimated number of VAC-contacts |                 |         |              |              |         |         |           |           |                |        |             |

OTHER PRODUCTS & SERVICES

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# Ocean Studio

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Kreativ **produktion & content support** för dina OOH-kampanjer

Du har visionen. Ocean Studio har design-, original- och kodningskompetensen för att göra den till verklighet.

Vi förstärker din effekt – i rörelse, 3D samt sociala medier.

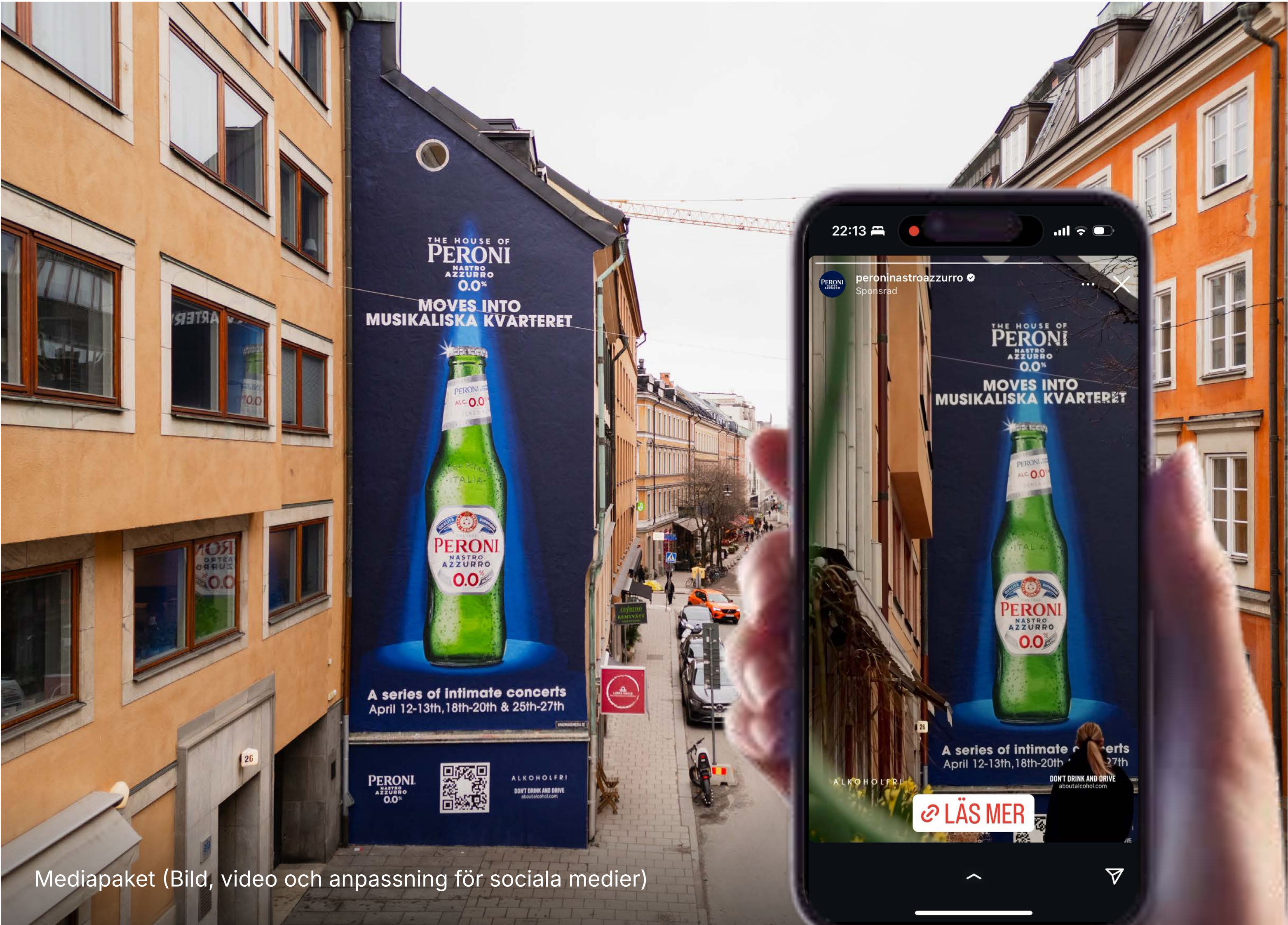
Vi erbjuder content creation för OOH så att ditt varumärke kan få ut ännu mer av våra skärmar genom effekt, engagemang, likes och delningar.

Som Oceans interna team för kreativ produktion kan vi våra skärmar utan och innan och vi delar gärna med oss av vår kunskap och expertis för att omvandla din idé till färdiga, visuellt slående OOH-upplevelser.

The Art of Outdoor®



# Exempel på tjänster



Mediapaket (Bild, video och anpassning för sociala medier)



Visuella koncept



Produktion av kampanjmaterial

Studio

| Service                     | Location             | Bronze      | Silver      | Gold        | Other                                  |
|-----------------------------|----------------------|-------------|-------------|-------------|----------------------------------------|
| Artwork Production Digital  | Halo                 | 25 000 SEK  | 45 000 SEK  | 65 000 SEK  | Anpassning av befintlig annons         |
|                             | Grand Central        | 20 000 SEK  | 40 000 SEK  | 60 000 SEK  | eller annons vi har skapat             |
|                             | DeepScreen           | 100 000 SEK | 150 000 SEK | 300 000 SEK | kostar 1/3 av listpriset.              |
|                             | DOOH                 | 10 000 SEK  | 20 000 SEK  | 30 000 SEK  |                                        |
|                             | Projection           | 15 000 SEK  | 30 000 SEK  | 45 000 SEK  | Gäller samtliga digitala produktioner. |
| Artwork Production Analogue | Banners              | 7 000 SEK   |             |             |                                        |
|                             | Murals               | 10 000 SEK  | 20 000 SEK  | 30 000 SEK  |                                        |
|                             | Foil                 | 7 000 SEK   |             |             |                                        |
|                             | Print                | 7 000 SEK   |             |             |                                        |
|                             | Illustration         | 7 000 SEK   |             |             |                                        |
|                             | Magazine             | 20 000 SEK  | 40 000 SEK  | 60 000 SEK  |                                        |
|                             | Brand Book           | 25 000 SEK  | 45 000 SEK  | 65 000 SEK  |                                        |
| Media packages              | Photo- & Videography | 20 000 SEK  | 35 000 SEK  | 50 000 SEK  |                                        |
|                             | Social Media edit    | 10 000 SEK  |             |             |                                        |

Studio (Brand Central Station)

| Package    | Location     | Bronze      | Silver      | Gold        | Ad on costs. Production cost for events + the ring |
|------------|--------------|-------------|-------------|-------------|----------------------------------------------------|
| Domination | Stockholm    | 75 000 SEK  | 80 000 SEK  | 120 000 SEK | Extra depending on its shape/ form                 |
|            | Göteborg     | 25 000 SEK  | 32 500 SEK  | 75 000 SEK  |                                                    |
|            | Malmö        | 25 000 SEK  | 32 500 SEK  | 75 000 SEK  |                                                    |
|            | Metropolitan | 125 000 SEK | 145 000 SEK | 270 000 SEK |                                                    |
| Experience | Stockholm    | 32 500 SEK  | 40 000 SEK  | 65 000 SEK  |                                                    |
|            | Göteborg     | 17 500 SEK  | 25 000 SEK  | 70 000 SEK  |                                                    |
|            | Malmö        | 17 500 SEK  | 25 000 SEK  | 70 000 SEK  |                                                    |
|            | Metropolitan | 67 500 SEK  | 90 000 SEK  | 205 000 SEK |                                                    |
| Attention  | Stockholm    | 50 000 SEK  | 55 000 SEK  | 100 000 SEK |                                                    |
|            | Göteborg     | 20 000 SEK  | 26 500 SEK  | 55 000 SEK  |                                                    |
|            | Malmö        | 20 000 SEK  | 26 500 SEK  | 70 000 SEK  |                                                    |
|            | Metropolitan | 90 000 SEK  | 108 000 SEK | 225 000 SEK |                                                    |

Tailored packages upon request

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