STOCKHOLMS CENTRALSTATION

Station *Attention*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners ans wraps to give your brand the exposure you want.



STOCKHOLMS CENTRALSTATION

Wrapped revolving doors Main entrence

(18 locations)



Revolving door 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.

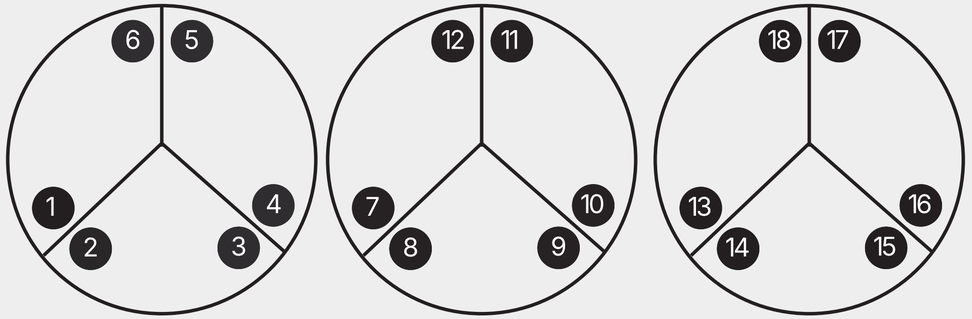
Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

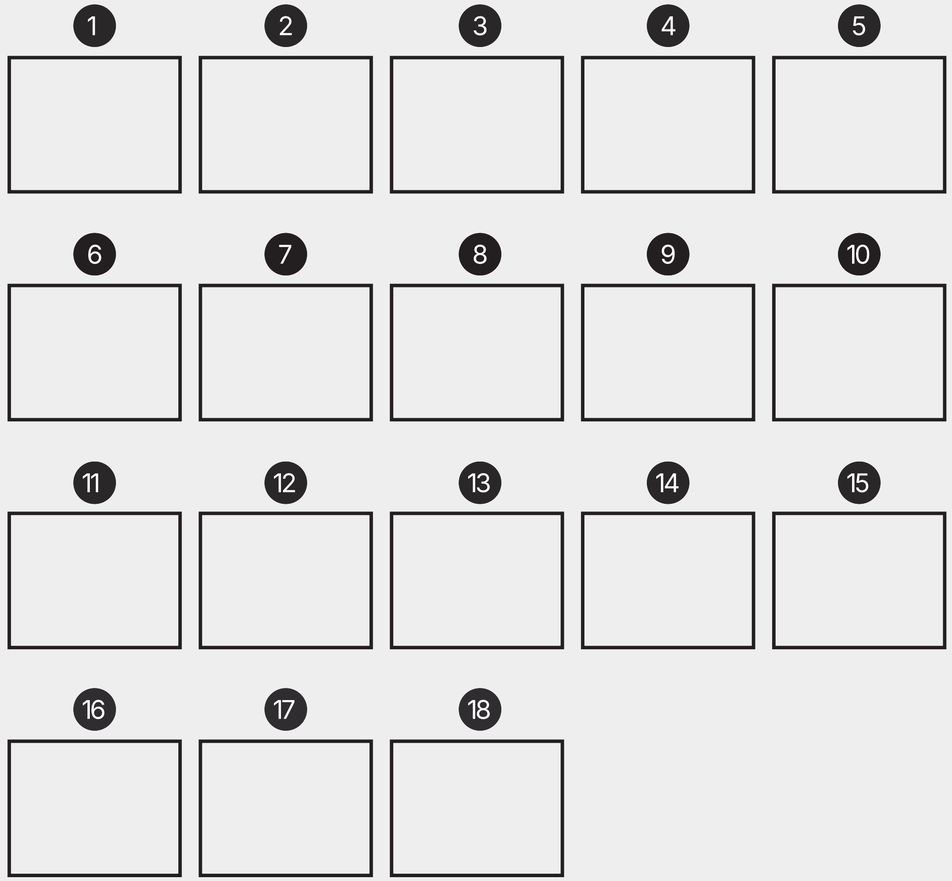
Production
Use a matte laminate to avoid ”glare” from spotlights.

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.

Location plan





STOCKHOLMS CENTRALSTATION

Wrapped doors towards ”Gula gången"

(12 locations)



The Art of Outdoor®

OCEAN

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.

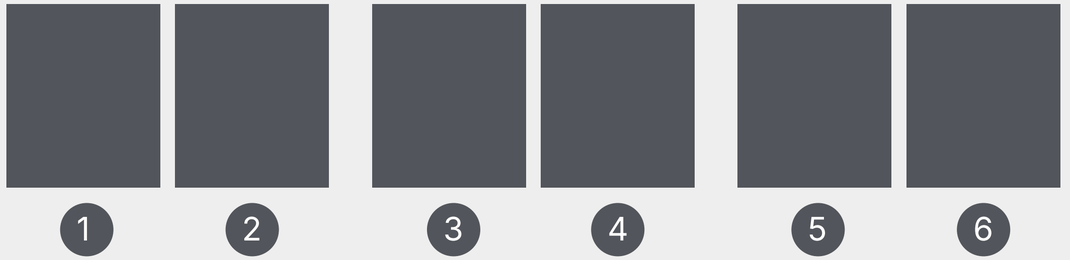
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

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.

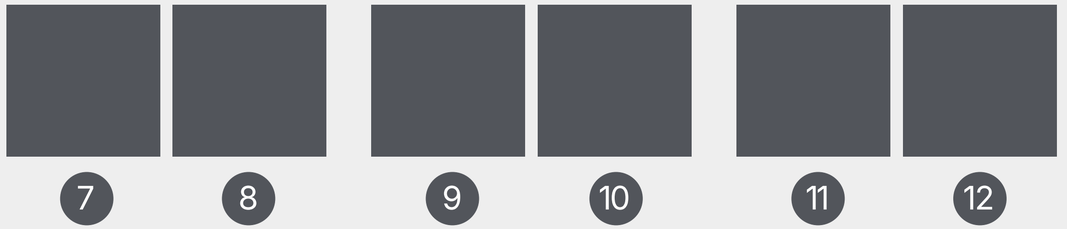
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

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





STOCKHOLMS CENTRALSTATION

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 weigth: 75 kg
Measurement: Aim for 5×3m, depending on the shape



OCEAN

STOCKHOLMS CENTRALSTATION

Pillar banners lower hall

(20 locations)



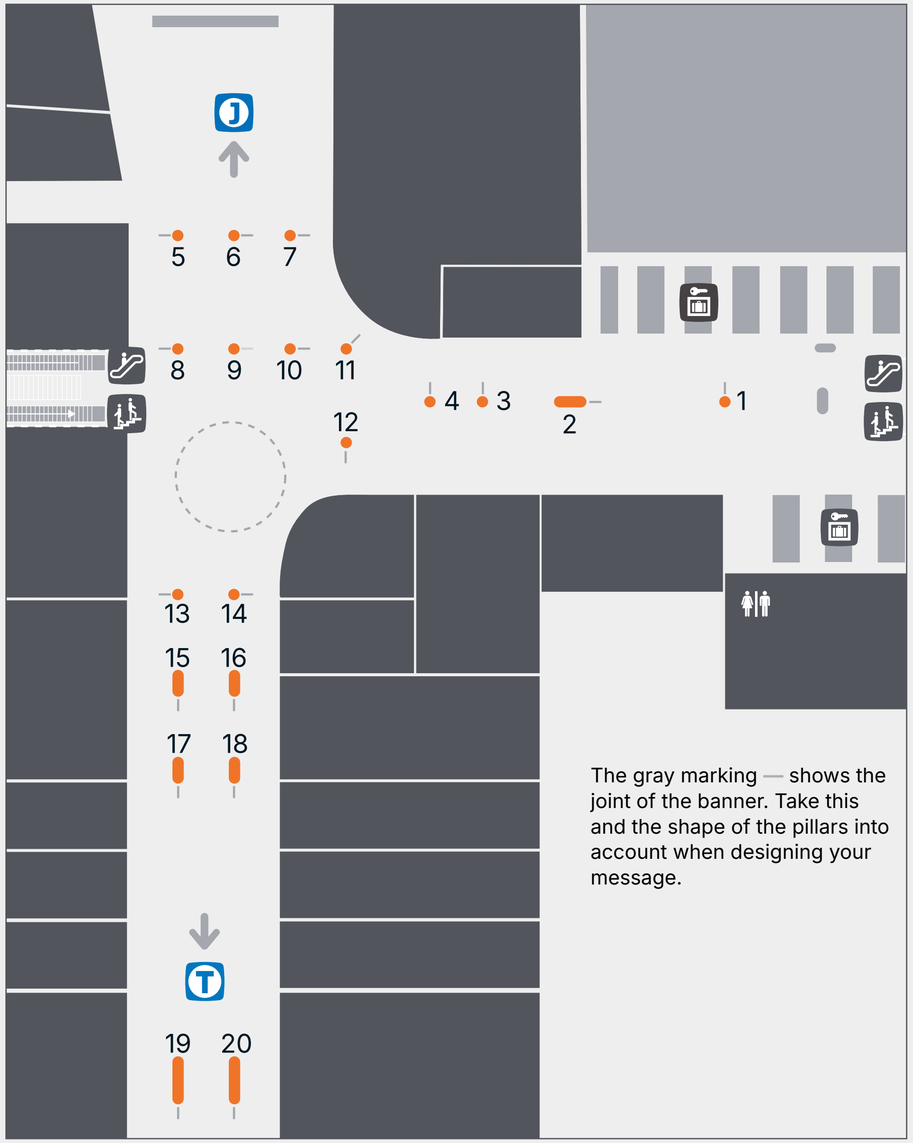
Pillar banner lower hall
(20 locations)

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 lower hall
(20 locations)

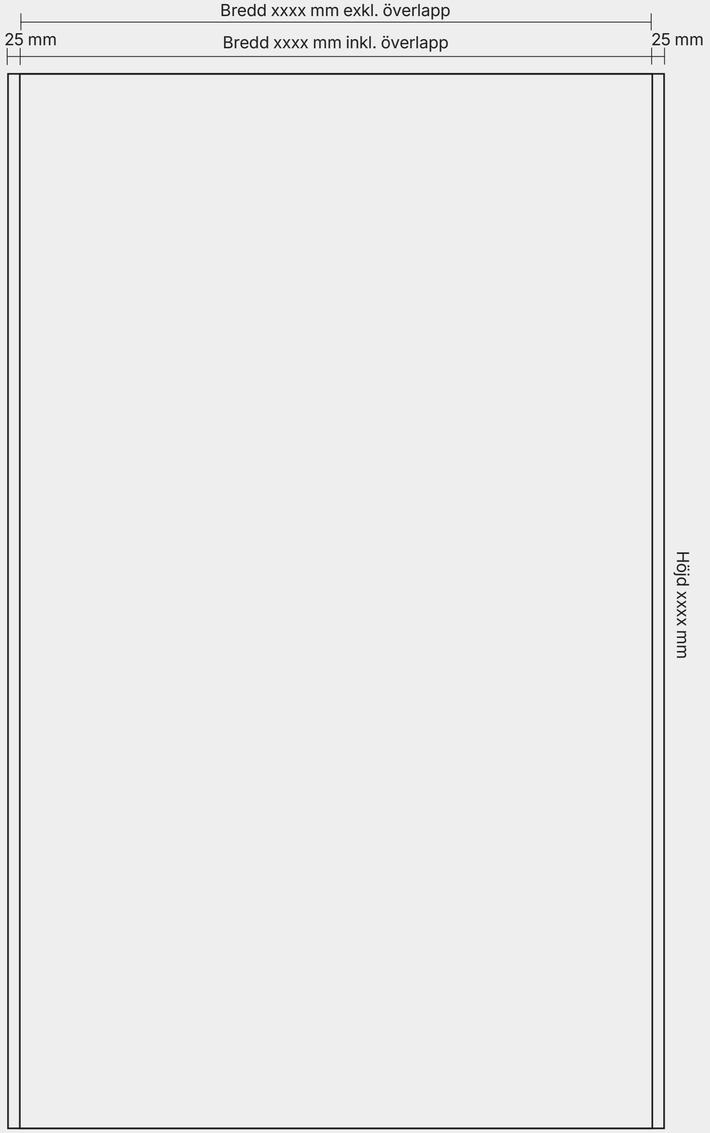
Material
Polyester 205 alt. 210 gr. For bright images, use matte blockout to prevent the column’s mosaic showing through. Also use clearly contrasting colors for maximum campaign impact and to increase visibility for the visually impaired. At least fire class B1 acc. DIN 4102.

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 för pelare



STOCKHOLMS CENTRALSTATION

Box sides lower hall

(4 locations)



Box sides lower hall

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

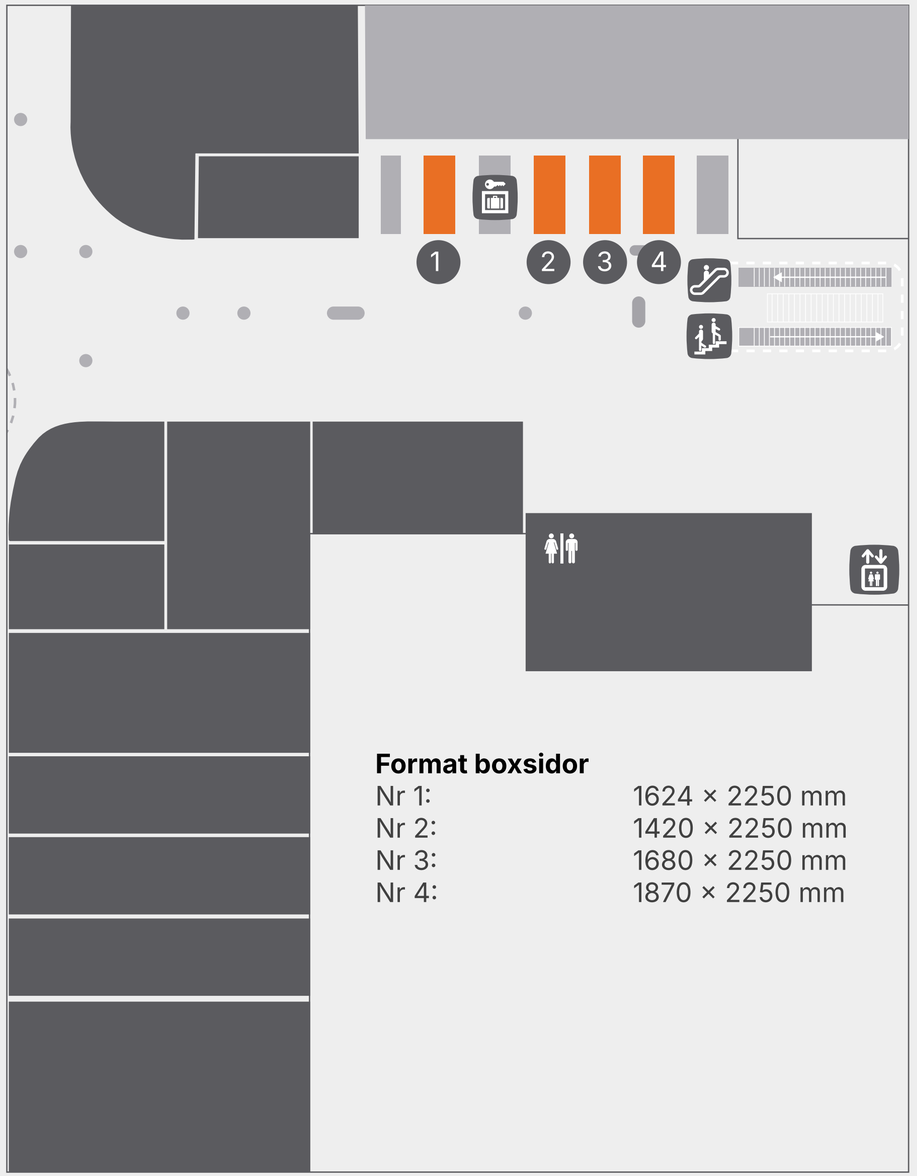
Material
Printed on foil with removable adhesive (promotional film) with Rapid Air.

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



Format boxsidor

Nr 1:	1624 × 2250 mm
Nr 2:	1420 × 2250 mm
Nr 3:	1680 × 2250 mm
Nr 4:	1870 × 2250 mm

Box sides 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



STOCKHOLMS CENTRALSTATION

Banner
North escalator

22880 × 930 mm



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.



STOCKHOLMS CENTRALSTATION

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.



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/**
High-resolution, print-ready PDF in CMYK. Keep all layers in a single file. The design should NOT include crop marks or bleed. For best results, save the file without an embedded color profile; if you must select one, choose ISO Coated V2. Convert all text/fonts into outlines (vector paths).
Color profile: Fogra39 for banners

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

For questions regarding material, please do not hesitate to contact us at: **labs@oceanoutdoor.se**