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.



STOCKHOLMS CENTRALSTATION

Grand Central

9422 × 720 px



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

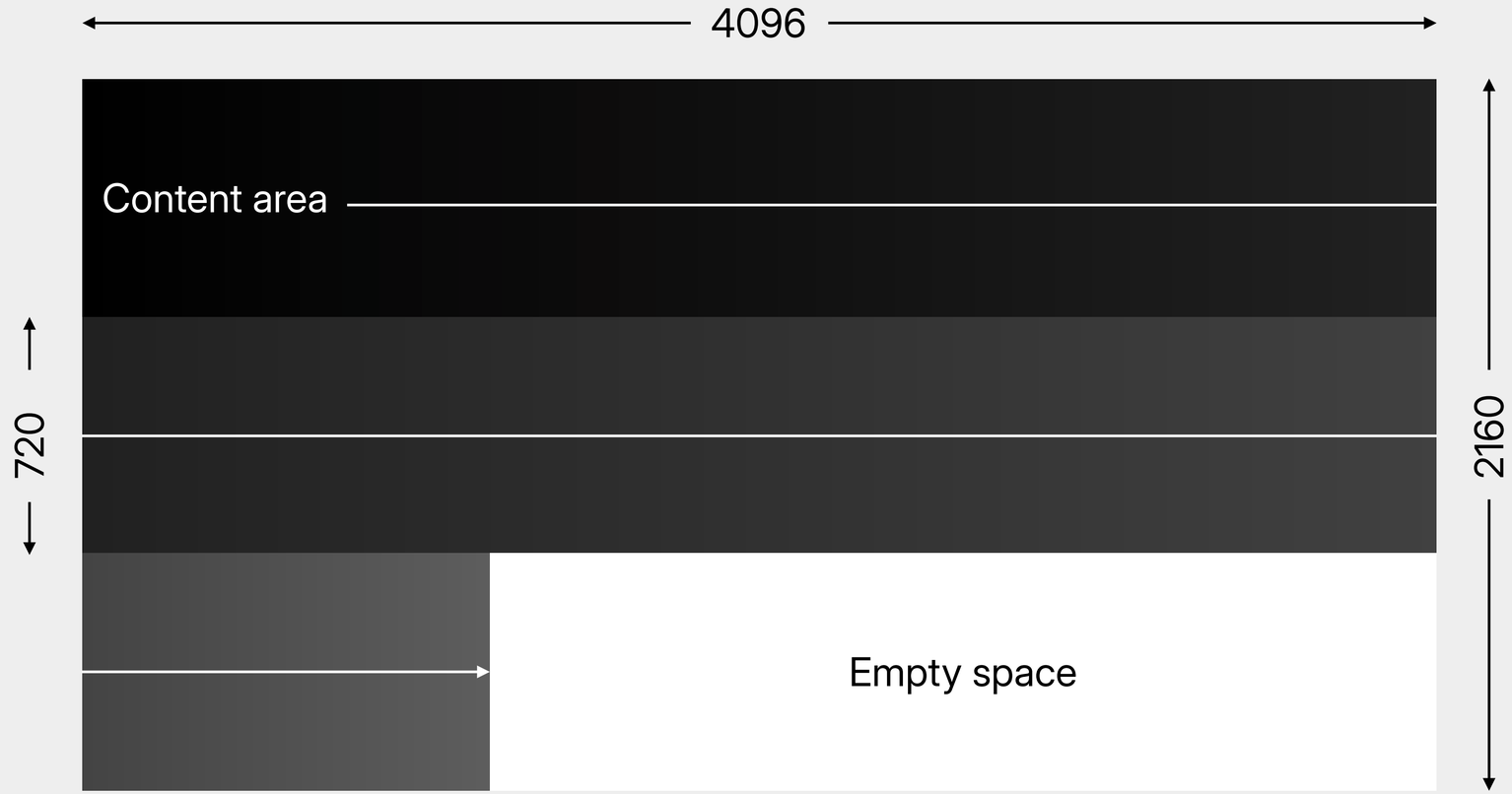
Codecs: H.264

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



STOCKHOLMS CENTRALSTATION

Event location upper level

50-200 sqm

The Art of Outdoor®



Station Domination Stockholm

Included advertising space

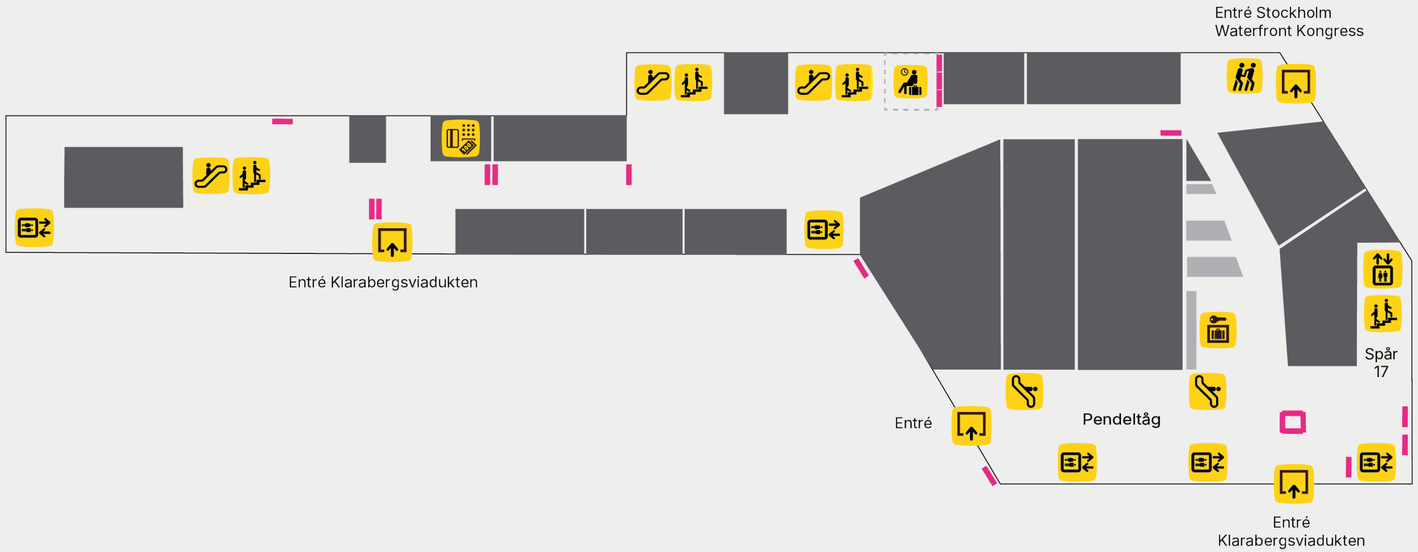
- Grand Central (25%)
- DOOH (8,33%)
- 18 wrapped revolving doors (main entrance)
- 12 wrapped doors towards ”Gula gången”
- Installation above ”the ring”
- 20 pillar banners (lower level)
- 4 box sides (lower level)
- 1 banner (north escalator)
- 1 banner (south excalator)
- Event space: 50-200 sqm

Continues on next page

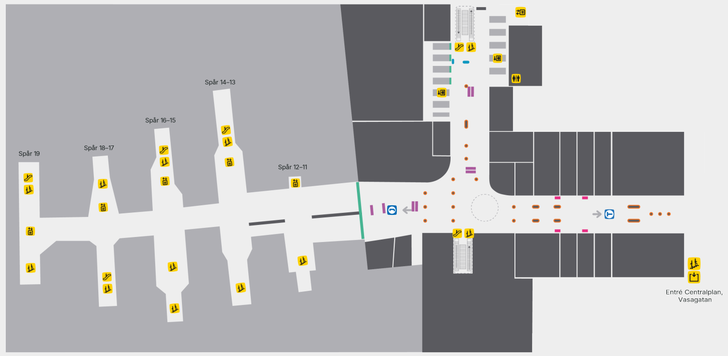


Centralhallen

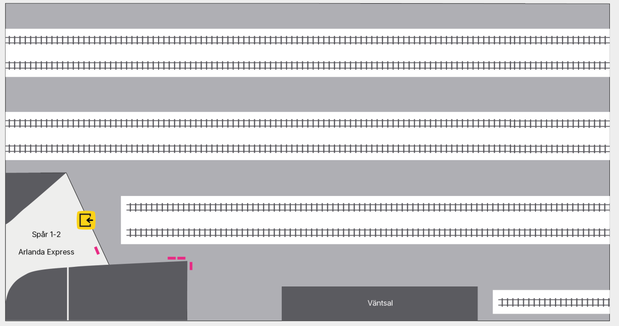
Station Domination Stockholm



Upper level



Lower level



Arlanda Express

STOCKHOLMS CENTRALSTATION

Wrapped revolving doors Main entrence

(18 locations)

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Revolving doors at Main entrence

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.

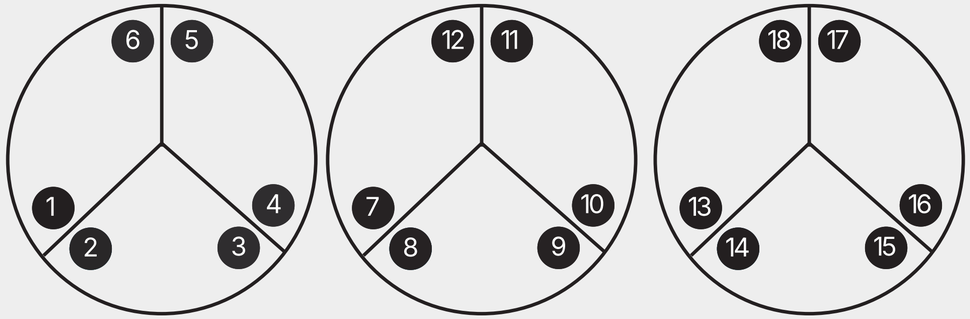
Production
Use a matte laminate to avoid ”glare” from spotlights.

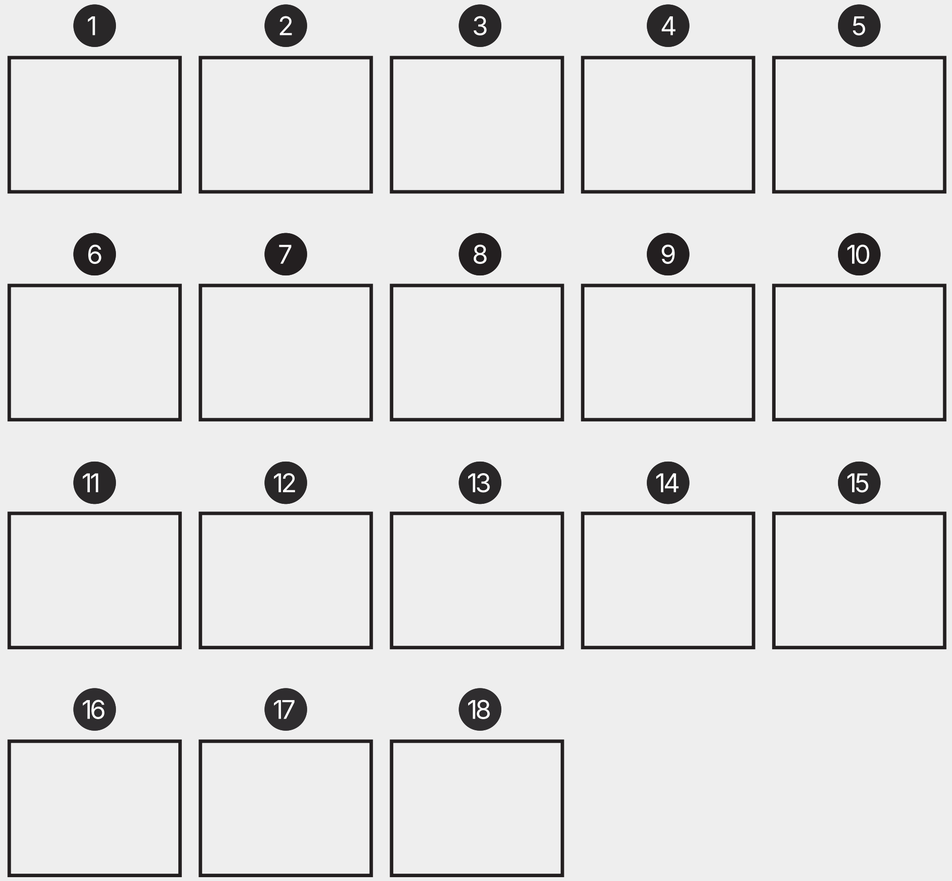
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

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





OCEAN

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.

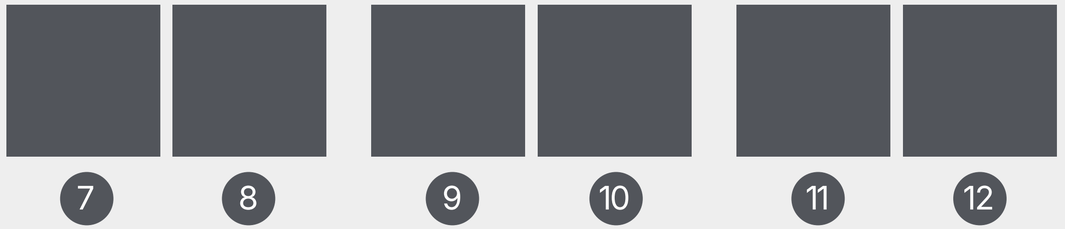
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

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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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.

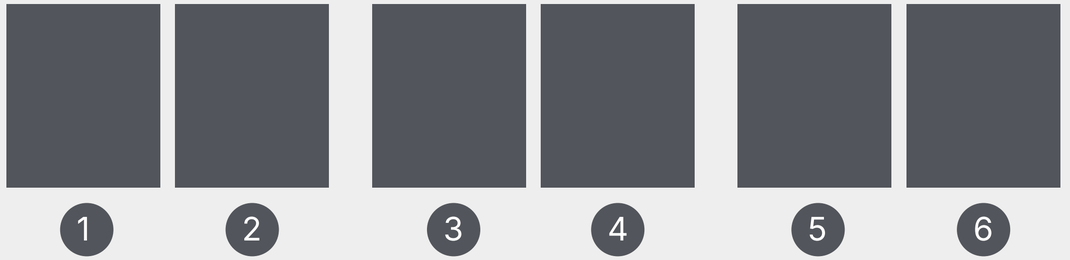
Additional information
Avoid placing the logo or text on the top and bottom 100 mm.

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





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



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OCEAN

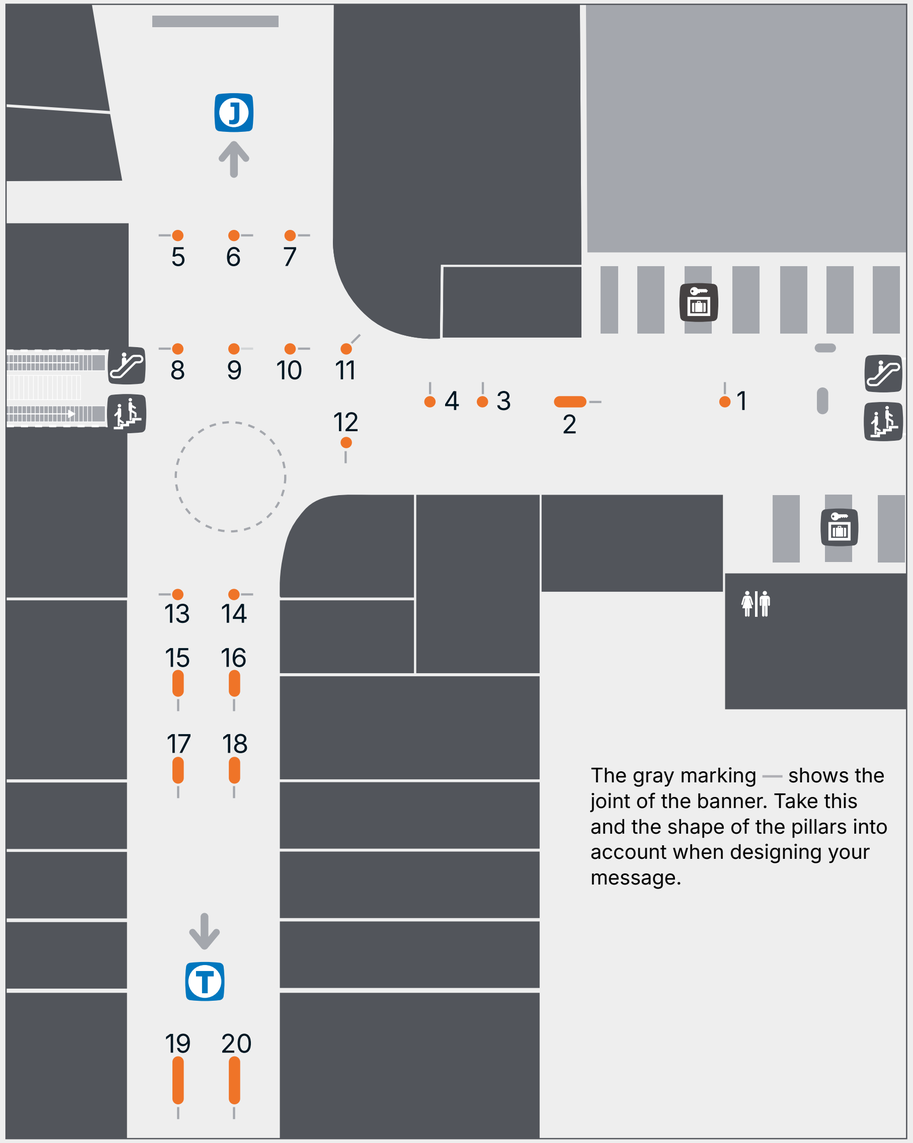
Pillar Banners in lower hall

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)



Pillar Banners in lower hall

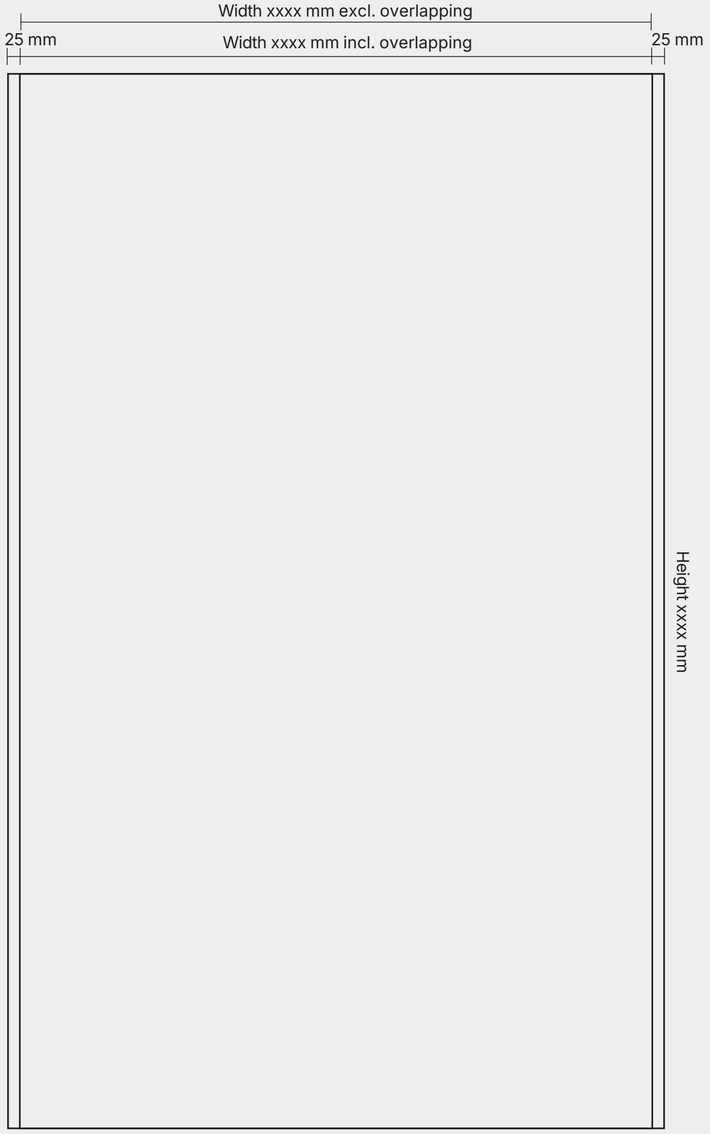
Material
Polyester 205 alt. 210 gr. For bright images, use matte blockout to prevent the column’s mosaic showing through. Also use clearly contrasting colors for maximum campaign impact and to increase visibility for the visually impaired. At least fire class B1 acc. DIN 4102.

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)



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.

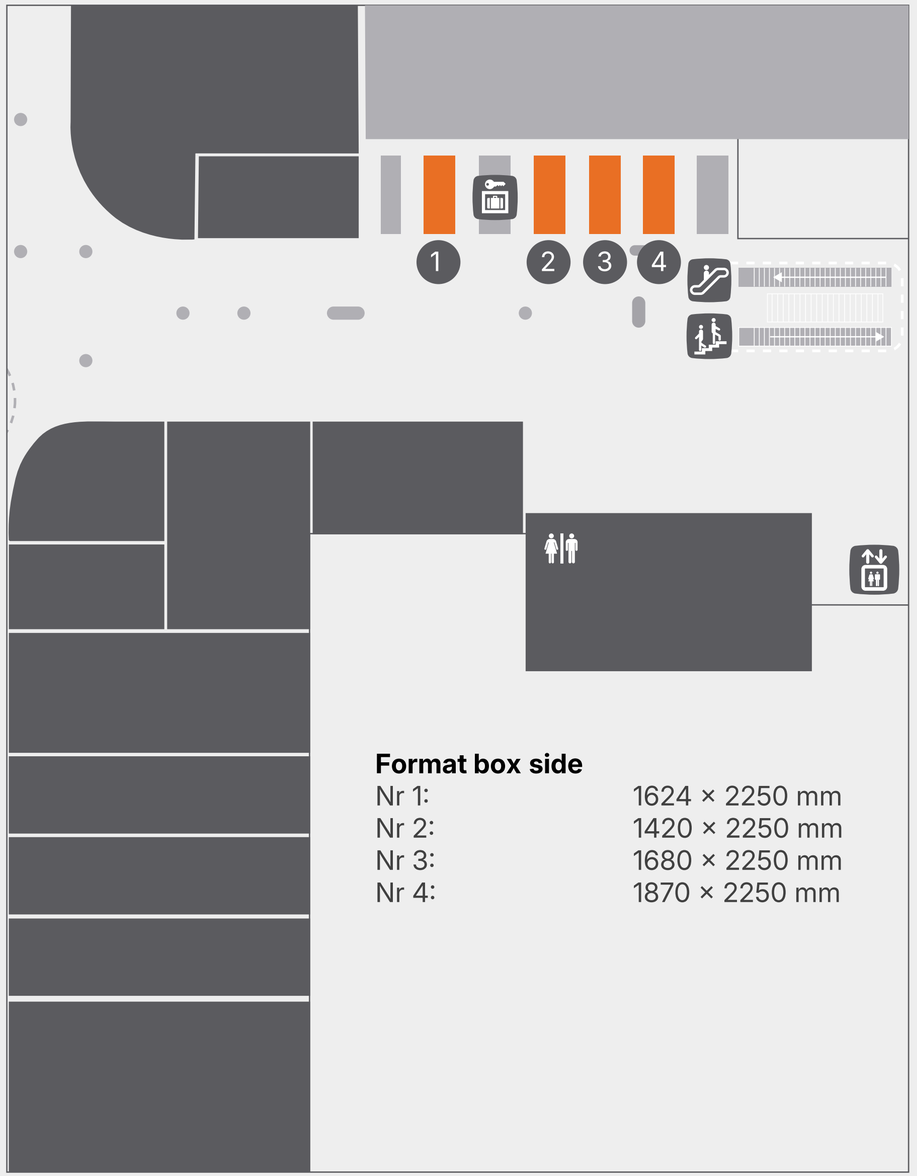
Production
Use a matte laminate to avoid ”glare” from spotlights.

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.

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Location plan



Format box side

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

OCEAN

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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OCEAN

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.



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



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**