



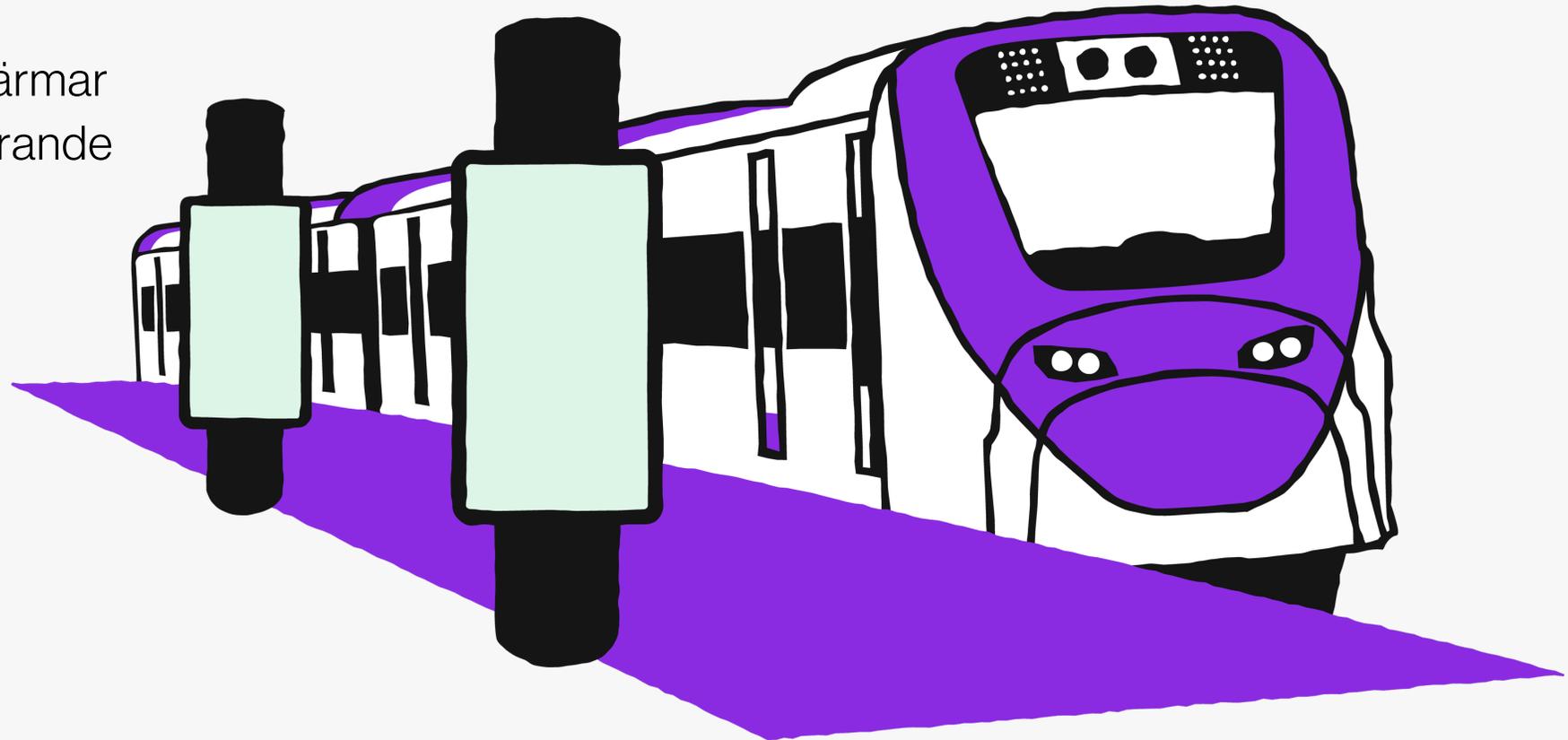
Arlanda express

MATERIALSPECIFIKATION

Display 00

Digitala annonser

Strategiskt placerade skärmar som når både förbipasserande och resenärer!



Display Plattform

Looplängd: 60 sek

Spotlängd: 5 sek

Upplösning: 1080 x 1920 px

Filformat: .mp4, HTML och .jpeg

Rekommenderad filstorlek: 5–20 MB

Bitrate: Max 20 000 kb/s

Framerate: 30 fps

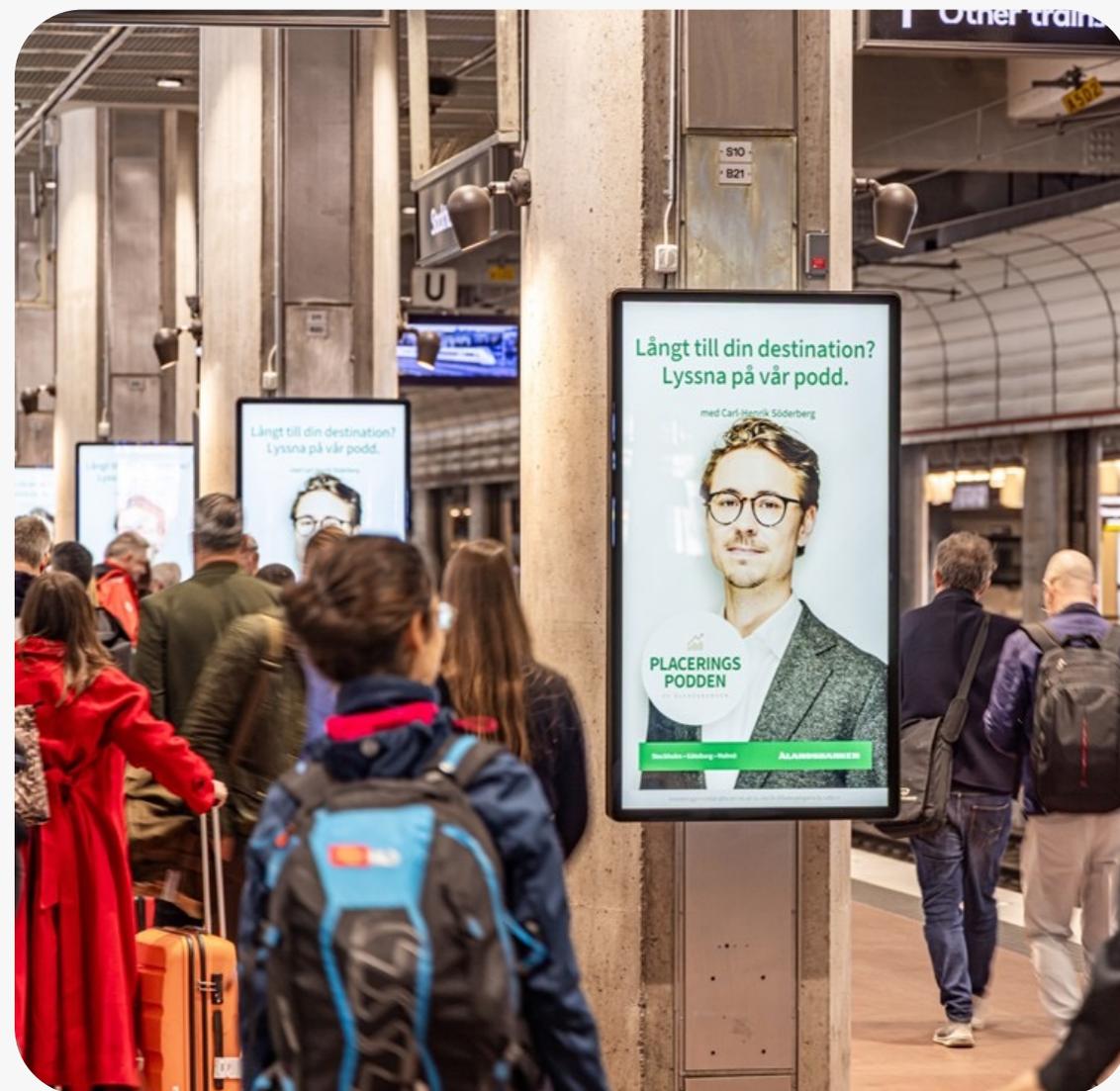
Vi rekommenderar rörligt material.

Uppladdning / leverans

Leverans skickas till material@cityreklam.se
senast 3 arbetsdagar innan kampanjstart.

Viktigt att märka materialet med:

Namn_Kampanjperiod_Plattform



Display Train

Looplängd: 120 sek

Spotlängd: 10 sek

Upplösning: 1920 x 1080 px

Filformat: .mp4, HTML och .jpeg

Rekommenderad filstorlek: 5–20 MB

Bitrate: Max 20 000 kb/s

Framerate: 30 fps

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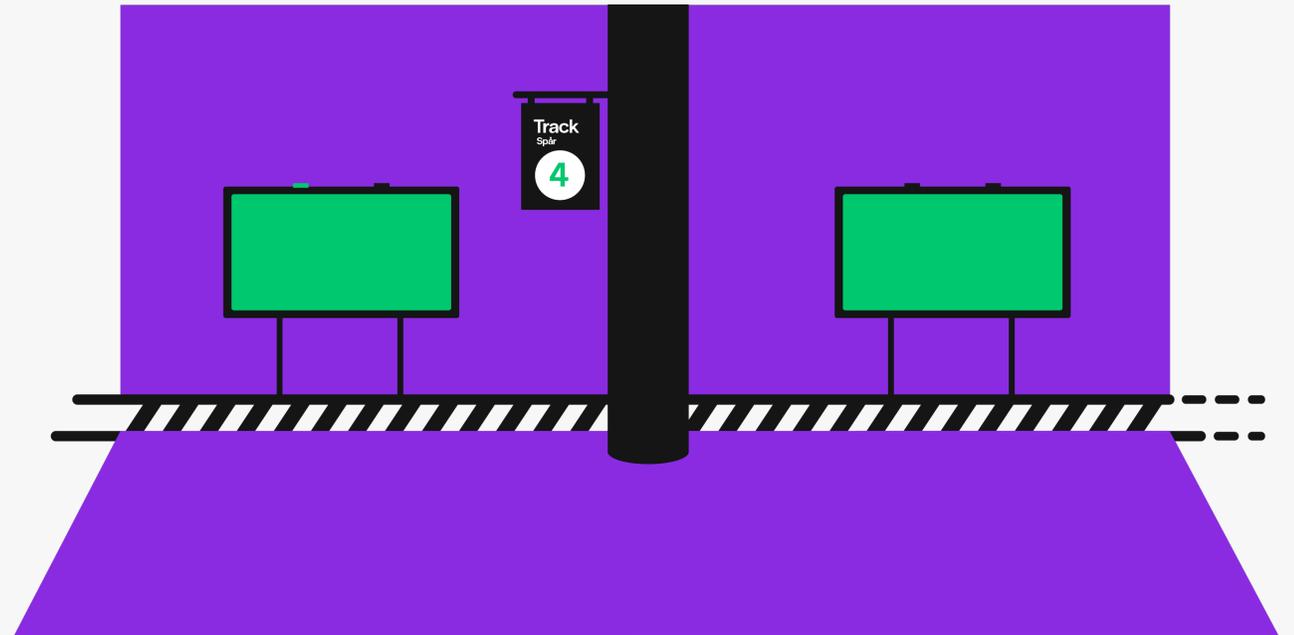
Namn_Kampanjperiod_Train



Classic OOH

Tryckta annonser

Smycka omgivningen och fånga uppmärksamhet med klassisk marknadsföring!



Morelight Express (ljuslåda)

Format / Artwork: Tryckfiler ska levereras som PDF.

Format: 3703 x 2070 mm + 5 mm utfall runtom
inkl. skärmärken.

Färgprofil: Fogra 39.

Upplösning: minst 75 ppi.

Uppladdning / leverans

Tryckfärdigt original skickas till cityreklam@tbprint.se

Tryckpriset inkluderar upp till 20 motiv, vid flera motiv är det viktigt att meddela exakt antal.

Om material ska utformas som en bildserie, vänligen numrera motiven i ordning från vänster till höger.

Glöm inte att få med ordernumret i filnamnet.



**Tryckoriginalen ska ha inkommit till tryckeriet
senast 11 arbetsdagar före kampanjstart.**

Vid frågor gällande original kontakta TB Print
Daniel Agné cityreklam@tbprint.se



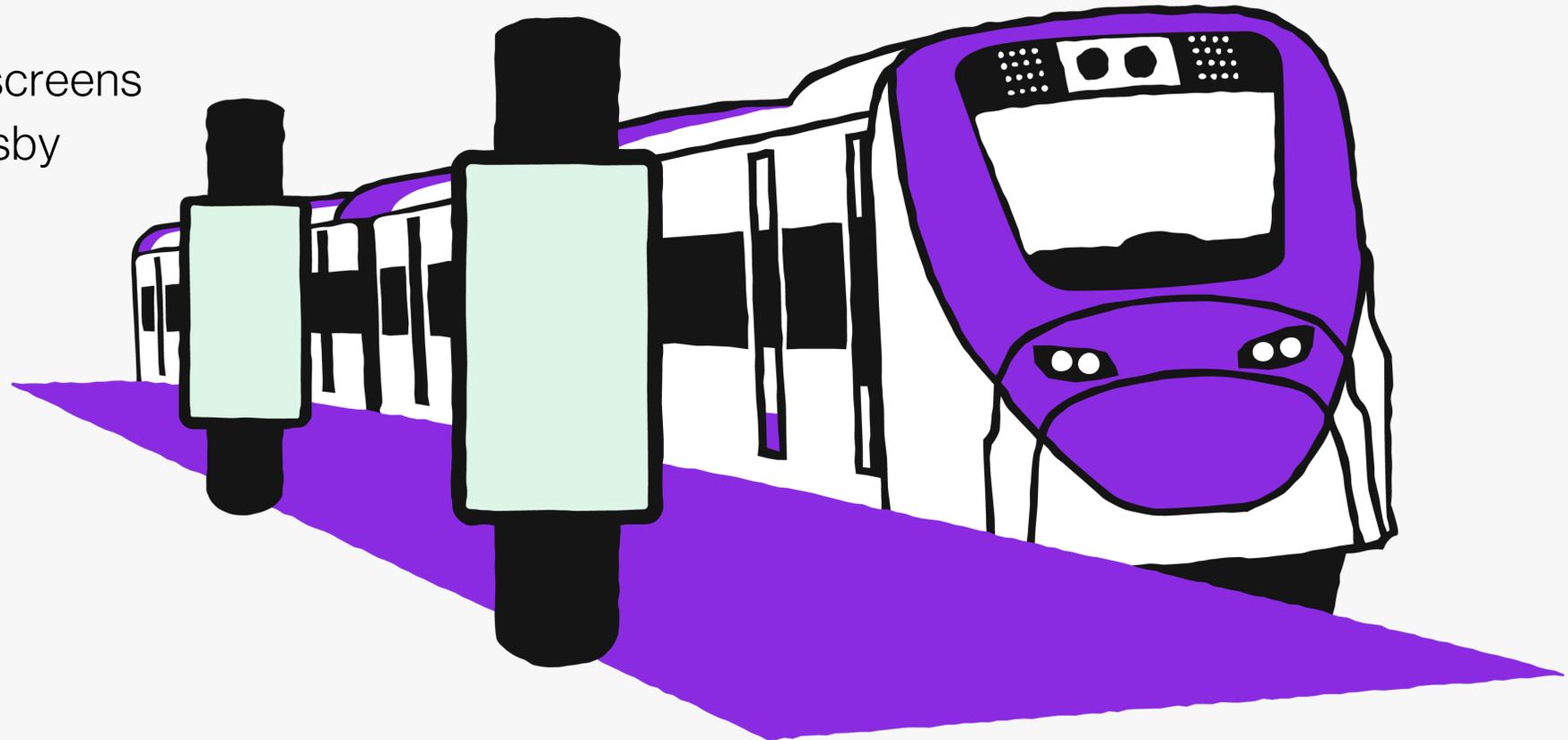
Arlanda express

MATERIAL SPECIFICATION

Display 00

Digital ads

Strategically positioned screens that engage both passersby and travelers!



Display Platform

Loop duration: 60 sec

Spot length: 5 sec

Resolution: 1080 x 1920 px

File format: .mp4, HTML and .jpeg

Recommended file size: 5–20 MB

Bitrate: Max 20,000 kb/s

Framerate: 30 fps

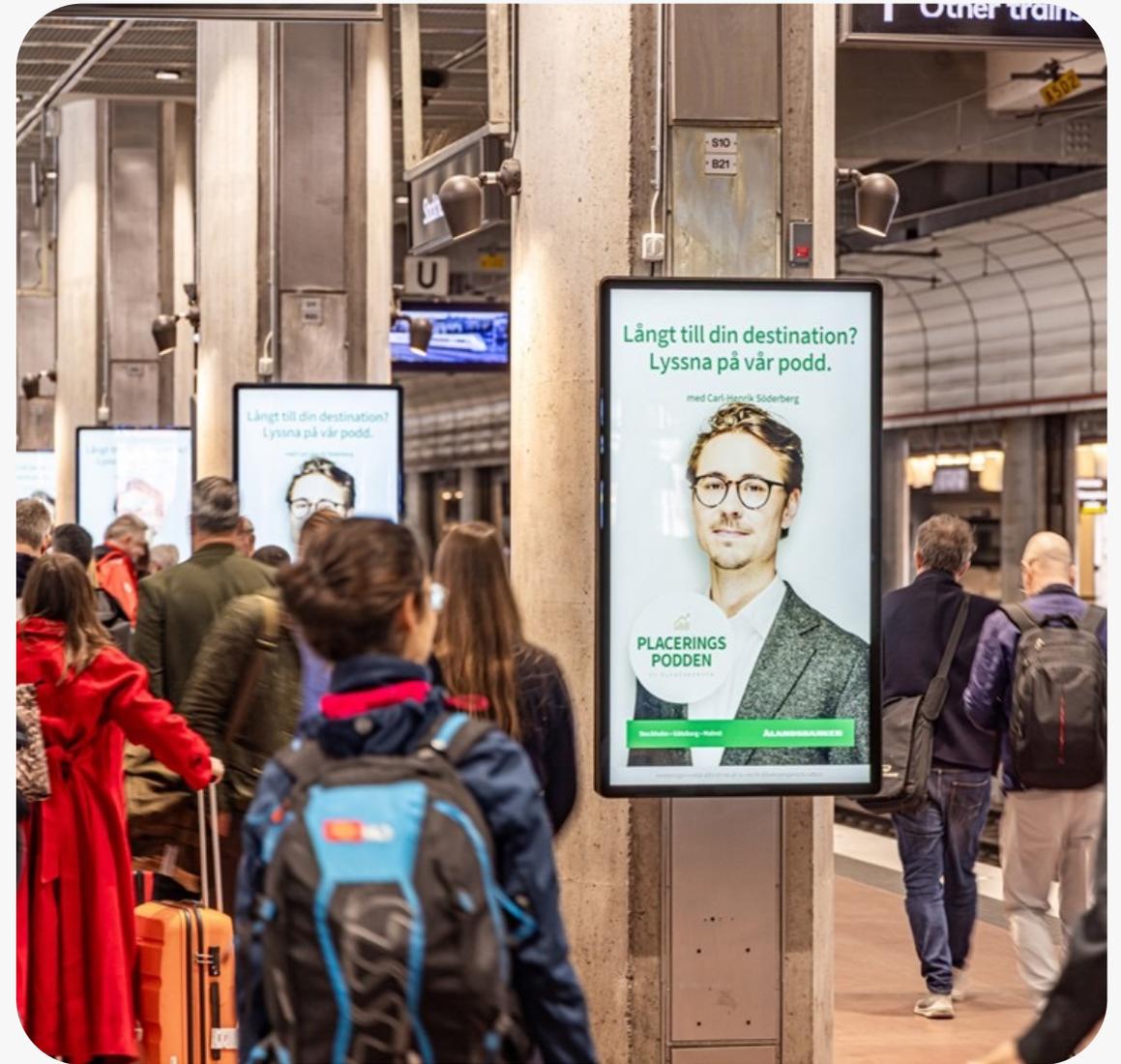
We recommend using animated material.

Upload / Delivery

Send material to material@cityreklam.se
no later than 3 working days before campaign start.

Important to label the material with:

Name_Campaignweeks_Platform



Display Train

Loop duration: 120 sec

Spot length: 10 sec

Resolution: 1920 x 1080 px

File format: .mp4, HTML and .jpeg

Recommended file size: 5–20 MB

Bitrate: Max 20,000 kb/s

Framerate: 30 fps

We recommend using animated material.

Upload / Delivery

Send material to material@cityreklam.se

no later than 3 working days before campaign start.

Important to label the material with:

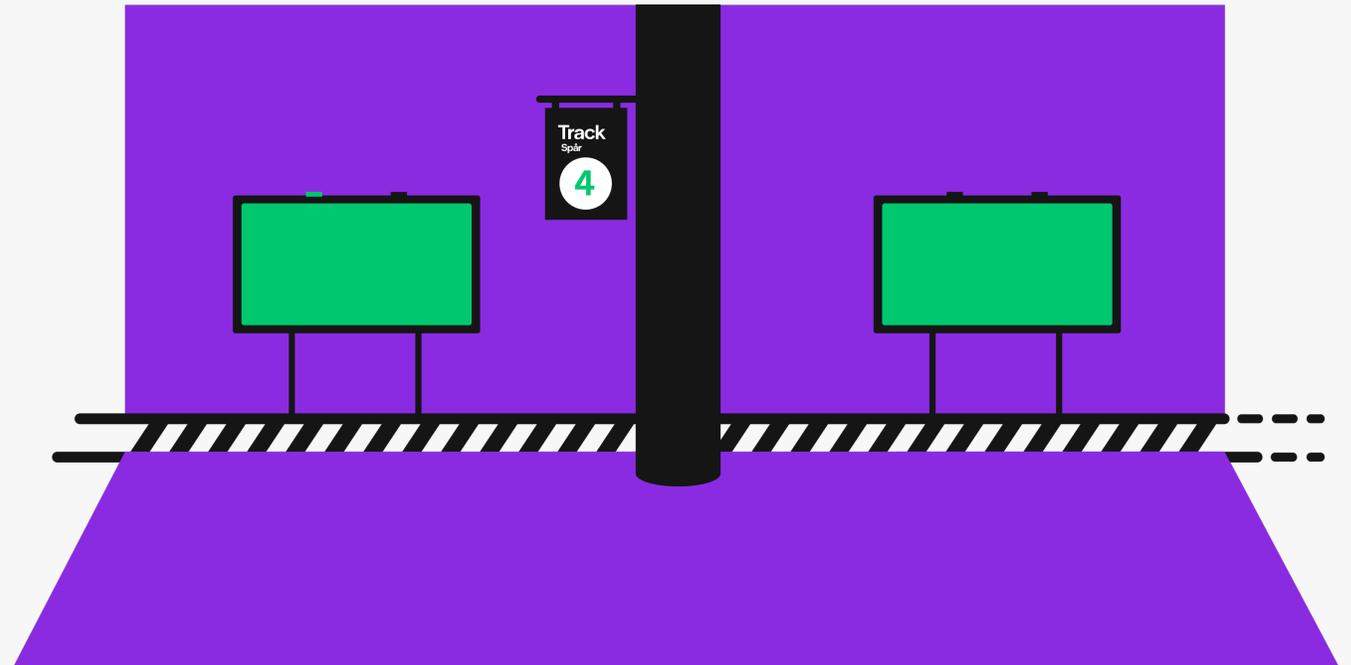
Name_Campaignweeks_Train



Classic OOH

Printed ads

Elevate the surroundings and draw attention with classic marketing!



Morelight Express (lightbox)

Format / Artwork: Print files must be supplied as PDF.

Format: 3703 x 2070 mm + 5 mm bleed on all sides, including crop marks.

Colour profile: Fogra 39.

Resolution: minimum 75 ppi.

Upload / Delivery

Print-ready artwork should be sent to cityreklam@tbprint.se

You are allowed to use as many as 20 artwork.

It is important that the number of artwork is clearly specified, as well as the placement, either by a sketch or by numbering, starting from the left.

Please remember to include the order number in the file name.



Print files must be received by TB Print at least 11 working days before campaign start.

For questions regarding artwork or file uploads, please contact Daniel Agné from TB Print:

Daniel Agné cityreklam@tbprint.se