

# Digital Network

ARN-D-001

Airport	Stockholm Arlanda
Location	All terminals
Product	Digital network: Portrait
Name	ARN-D-001
Number of faces	146 (approximate)
Format	1080 x 1920
Ad lenght	5 seconds
Loop	50 seconds
SoV	12,5%
Frequency	72 views per hour
Gross price /week	230 000 SEK
Campaign period	Weekly

The digital network is suitable for campaigns, launches and other marketing activities where the goal is to reach high visibility and a large number of travelers.

The placement of the screens offers a repetitive effect and customized DOOH marketing activities are easily implemented on the digital network due to the wide range of options regarding airports, terminals and timing of messages.

***Please note: If you submit multiple videos with different durations, we will not be able to provide a campaign report.***



# Specifications sheet

ARN-D-001

## Delivery address:

airport.advertising@swedavia.se

The material must be delivered no later than five working days before campaign start.

*Please note: If you submit multiple videos with different durations, we will not be able to provide a campaign report.*



## Technical details:

\* 146 digital portrait screens placed in the main passenger flows throughout the airport.

### Pixels/resolution:

1080 x 1920.

### Video format:

MPEG-4 Part 14 (MP4).

### Image format:

JPG or PNG (RGB).

### Video code:

Standard.

### Sound format:

No sound.

### Length:

5 seconds.

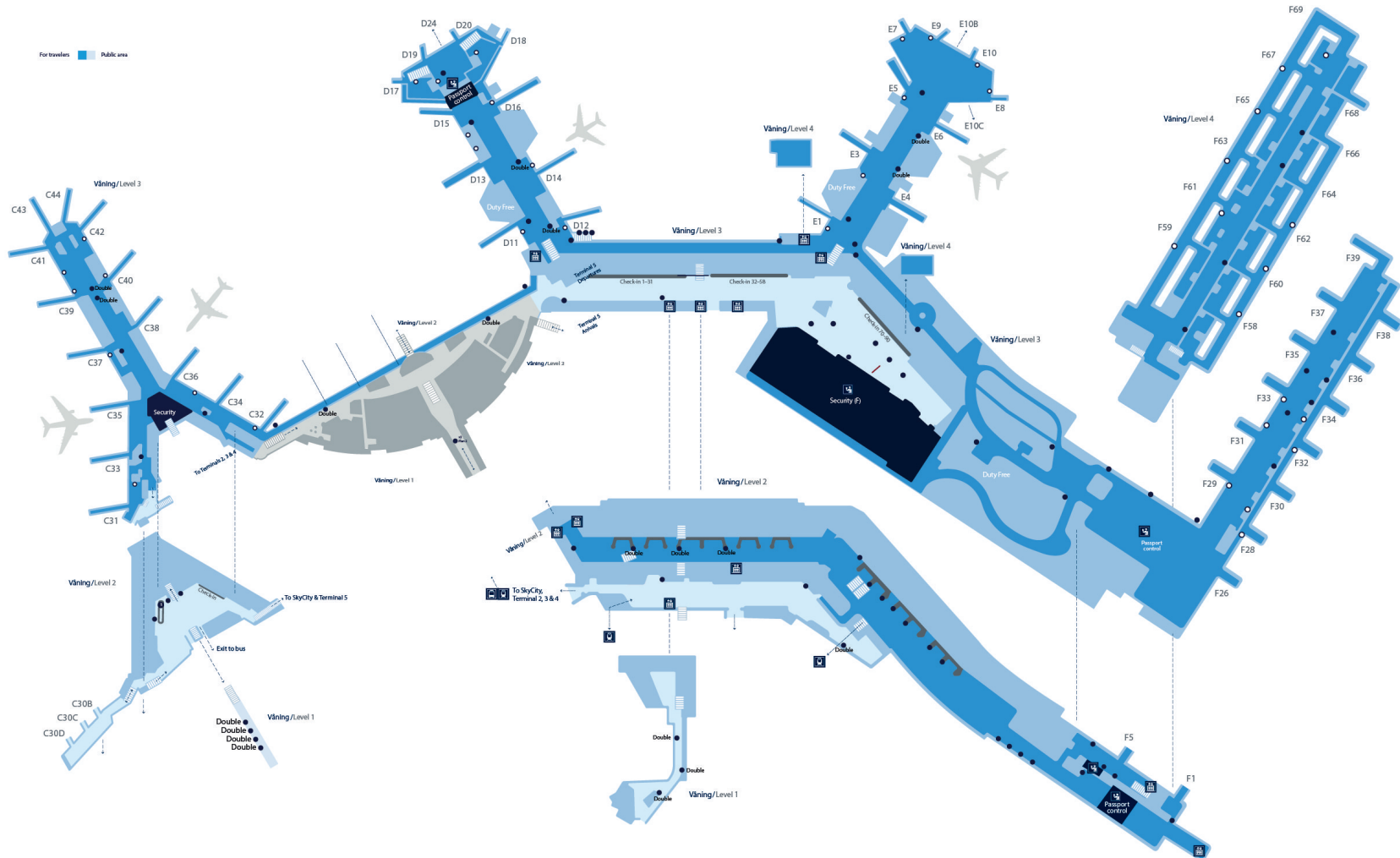
### Delivery of digital material:

E-mail or Sprend to airport.advertising@swedavia.se

\*This is an approximate number of screens, it may in some cases be slightly more or less.

# Location Terminal 5

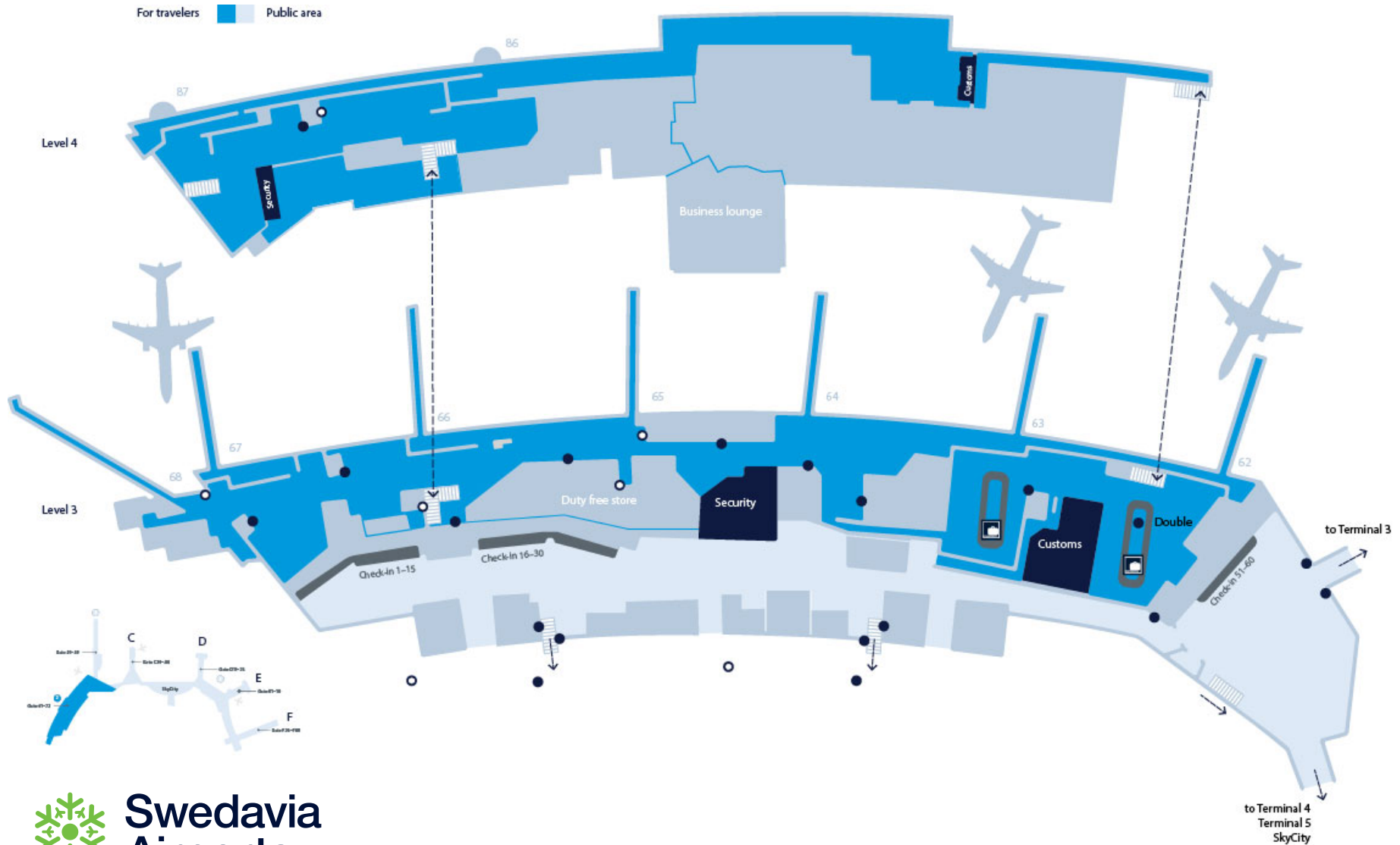
ARN-D-001



**Please note:** The locations of the screens are approximate.

# Location Terminal 2

ARN-D-001



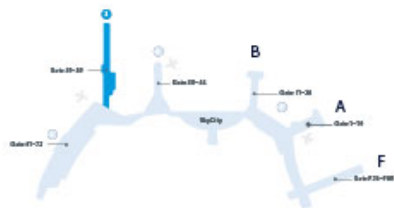
Digital ● Digital Portrait ○ Digital Landscape

**Please note:** The locations of the screens are approximate.

# Location Terminal 3

ARN-D-001

For travelers  Public area



Digital

 Digital Portrait - departures

**Please note:** The locations of the screens are approximate.