

Digital Network

ARN-D-002

Airport	Stockholm Arlanda
Location	All terminals
Product	Digital network: Landscape
Name	ARN-D-002
Number of faces	54 (approximate)
Format	1920 x 1080
Ad lenght	10 seconds
Loop	100 seconds
SoV	12,5 %
Frequency	36 views per hour
Gross price / week	120 000 SEK
Campaign period	Weekly

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

The placement of the screens makes it possible to implement customized DOOH marketing activities and target passengers traveling to specific destinations of with certain airlines.

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



Specifications sheet

ARN-D-002

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:

Digital landscape screens placed in gate areas throughout the airport.

Pixels/resolution:

1920 x 1080.

Video format:

MPEG-4 Part 14 (MP4).

Image format:

JPG or PNG (RGB).

Video code:

Standard.

Sound format:

No sound.

Lenght:

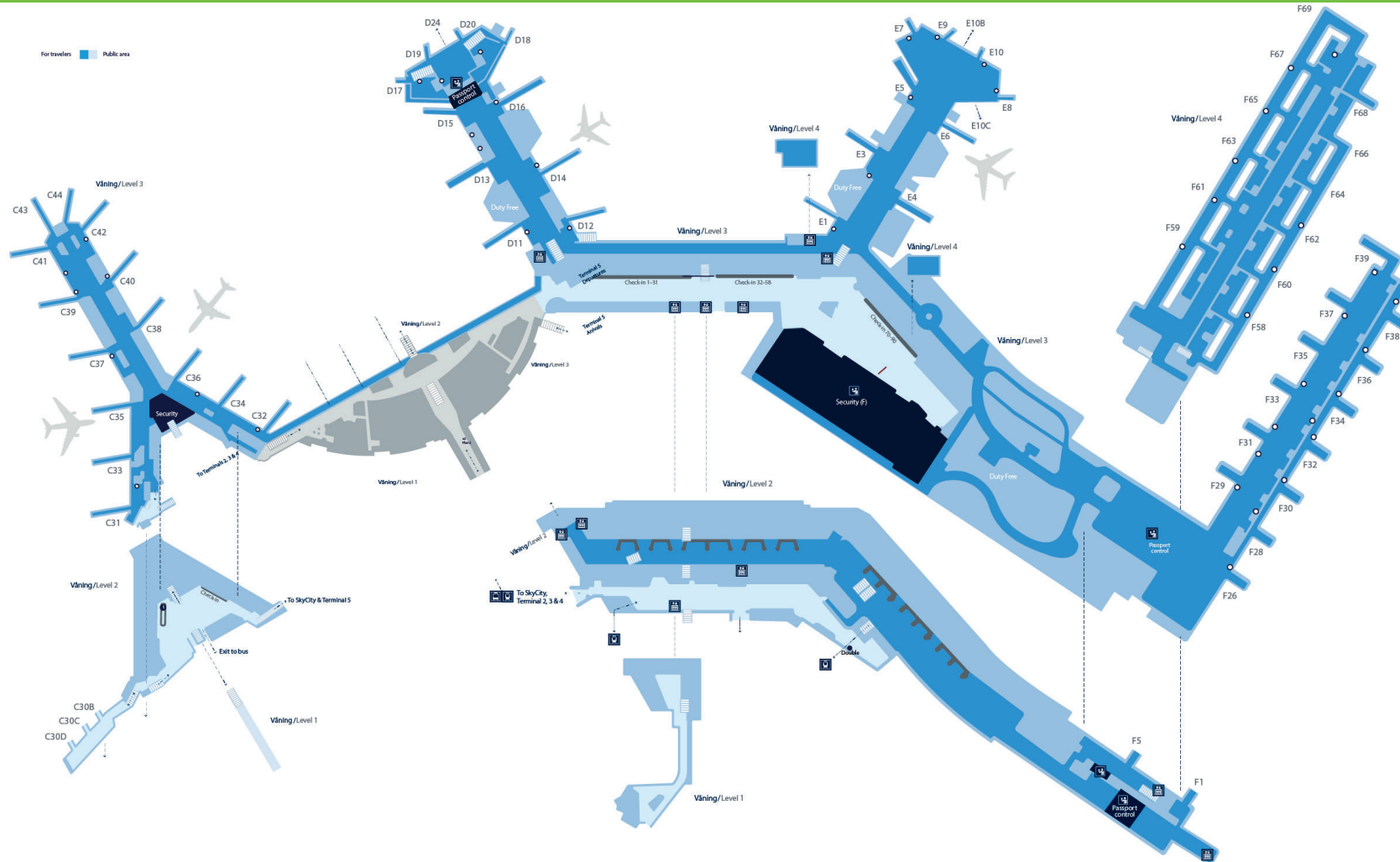
10 seconds.

Delivery of digital material:

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

Location Terminal 5

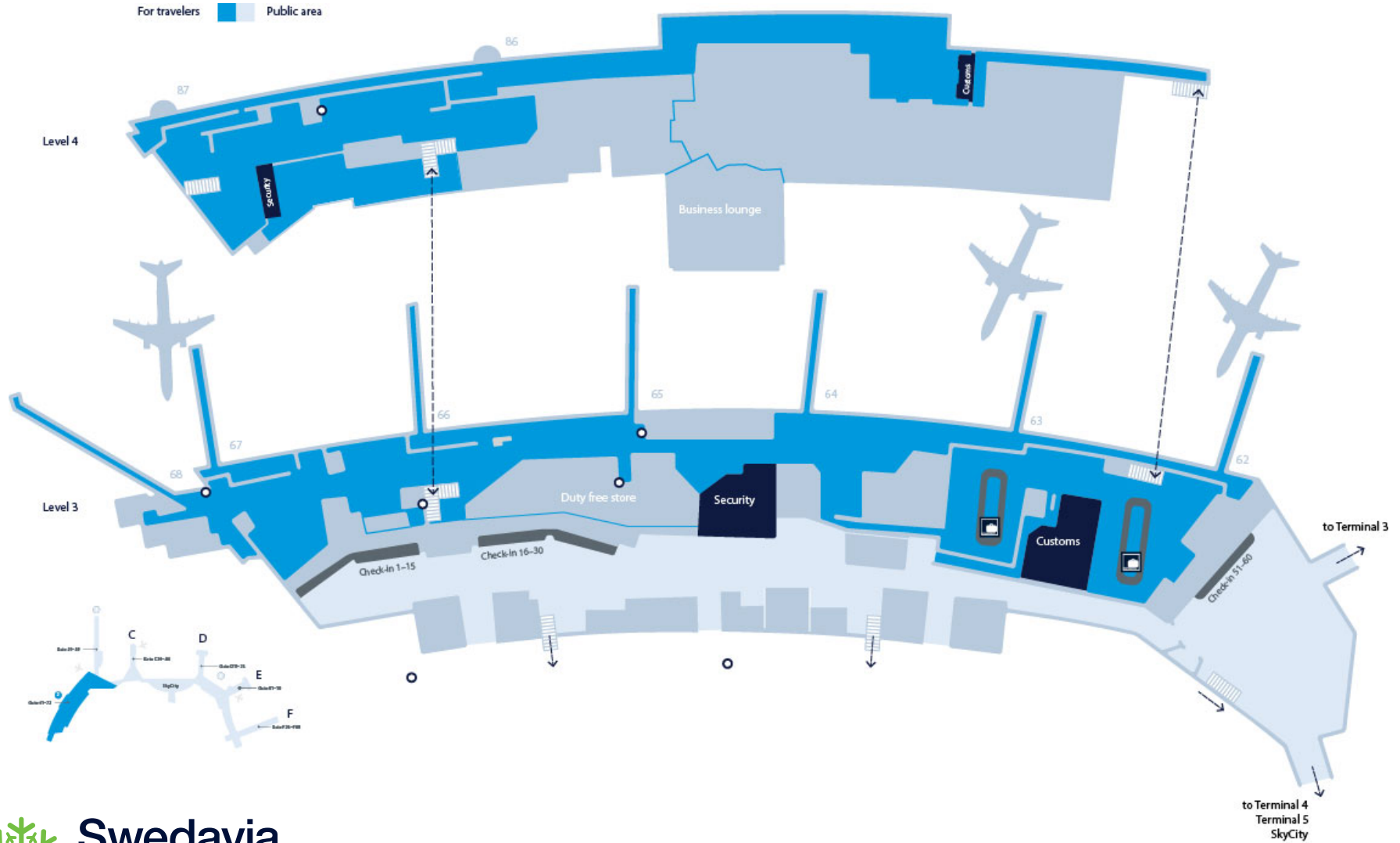
ARN-D-002



Please note: The locations of the screens are approximate.

Location Terminal 2

ARN-D-002

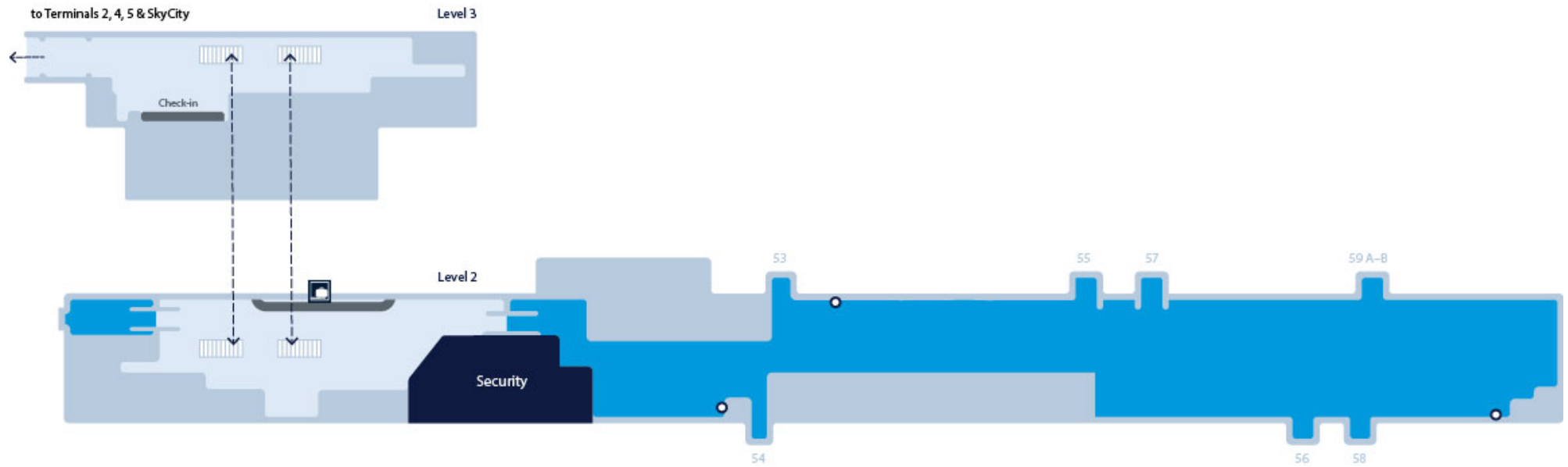


Please note: The locations of the screens are approximate.

Location Terminal 3

ARN-D-002

For travelers  Public area 



 Digital  Digital Landscape

Please note: The locations of the screens are approximate.