

DIGITAL MOBILE BILLBOARDS SPECS.

Flexibility to target high traffic roads



STATIC IMAGES

Format: JPEG

Ratio: 2:1 – Side Screens (ie. landscape), 1:1.66 – Rear Screen (ie. portrait)

Resolution: Supply art for Side Screens at 1920 x 960 pixels, Rear Screen

768 x 1280 pixels

TEXT SIZE

Native resolution for Side Screens is 480 x 240 pixels and for Rear Screen is 192 x 320 pixels.

Recommendation: Use fonts that are at least 10 native pixels high for Side Screens (40 pixels for supplied art). For Rear Screen we recommend fonts at least 16 native pixels high (64 pixels for supplied art).

VIDEOS

Format: MPEG2 / MP4 / WMV

Ratio: 16:9 widescreen

Resolution: SD / HD / Full HD files accepted

Inputs

HDMI / SDI / VGA / DVI / CV

Equipment available

- TV / DVD / Blu-ray / Apple TV / Video Cameras / VisionMixers / Sport Scoring
- Internet Connectivity
- PA System and Microphone

DESIGN TIPS

Use bold and strong fonts

Keep it short and easy to read

No white backgrounds please – colours display much better

OTHER IMPORTANT THINGS

We'd appreciate if you could provide content at least 2 days in advance – this helps us to make sure that everything is tested before your event starts.

All content is displayed at native screen resolution – contact our team if you want to understand more about how an image will be displayed.

We hate to do this, but there will be a small fee for any files that we need to reformat.

OVERALL DIMENSIONS / WEIGHT

7.5m (Length) 2.4m (Width) 3.9m (Height) 10,800kgs(Weight)

Send files under 4MB via email.

Use a sharing service

like Hightail, Dropbox or Google Drive for larger files.

Send artwork to admin@bigimpactadvertising.com.au



VISUAL W 6m x H 3m

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