

STATIC IMAGES

Format: JPEG Ratio: 2:1 (ie. landscape) Supply art at 400% of actual size

TEXT SIZE

P.10 Solar native resolution is 256 x 128 pixels. Recommendation: Use fonts at least 10 native pixels high (40 pixels for supplied art).

DESIGN REQUIREMENTS

- Use bold and strong fonts
- Keep it short and easy to read
- White backgrounds are NOT permitted white backgrounds drain the battery quickly so the screen can become ineffective within 3 days
- Simple graphics on black backgrounds are most efficient to run



✓ Permitted – most efficient energy use

White background with any text & graphics

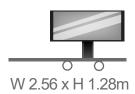
XNOT Permitted – inefficient energy use

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 campaign 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

- 4.5 m (Length) 2.05 m (Width) 2.5 m (Height) 1,000 kgs (Weight)
- 1.8 m (Max raised screen ground clearance) 3.4 m (Max raised height)



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



bigimpactmedia.com.au