STATIC DIGITAL LED SCREENS SPECS

NATIONAL CONVENTION CENTRE
Operates 24 hours

STATIC IMAGES

We prefer JPEG, RGB, 1280px width x 720px height and high reoslution

TEXT SIZE

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

✗ NOT 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.

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