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 1920mm H (1296px) x 3520mm W (2376px)
Rear Screen
1920mm H (1296px) x 1920mm H (1296px)

TEXT SIZE

Native resolution for Side Screens is 480 x 240 pixels and for Rear Screen is 19 2 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.
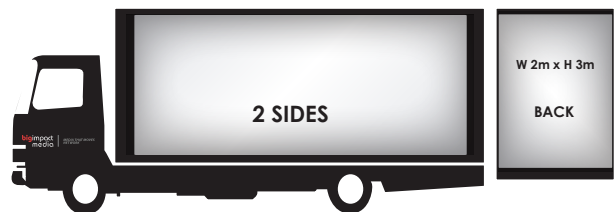
OVERALL DIMENSIONS / WEIGHT

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

W 2m x H 3m

BACK

2 SIDES

VISUAL W 6m x H 3m

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

---

big impact outdoor media

HELPING YOU MAKING AN IMPACT

bigimpactmedia.com.au

1300 244 467