

DIGITAL AD TRAILER SPECS.

Digital AD trailer with full colour video screen-
LOW COST ON-SITE OUTDOOR ADVERTISING.



STATIC IMAGES

Format: JPEG
Ratio: Approx. 16:9 (ie. landscape)
Supply art at 400% of actual size

TEXT SIZE

P.6 Native resolution is 480 x 256 pixels.
P.6 Recommendation: Use fonts at least 16 native pixels high (64 pixels for supplied art).
P.10 Native resolution is 288 x 160 pixels.
P.10 Recommendation: Use fonts at least 10 native pixels high (40 pixels for supplied art).
P.10 Solar native resolution is 256 x 128 pixels.

VIDEOS

Format: MPEG2 / MP4 / WMV
Ratio: 16:9 widescreen
Resolution: SD / HD / Full HD files accepted

Inputs

HDMI / SDI / VGA / DVI / CV

Equipment available

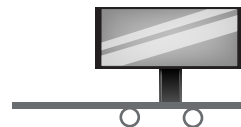
- TV / DVD / Blu-ray / Apple TV / Video Cameras / Vision Mixers / Sport Scoring
- Internet Connectivity
- PA System and Microphone

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

2.9 m (Length) 1.98 m (Width) 2.75 m (Height) 860 kgs (Weight)
Please note that some screens are a bit larger than this.
If you need precise measurements and weight for your booking please ask a team member.
Send artwork to admin@bigimpactadvertising.com.au



VISUAL W 4.80m x H 2.40m

Black background
with text
& graphics

✓ Permitted – most efficient energy use

White background
with any text
& graphics

✗ NOT Permitted – inefficient energy use

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