

# SOLAR AD TRAILER SPECS.

Our Solar Ad Trailer is fully powered by solar energy.



## 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

Black background  
with text  
& graphics

✓ Permitted – most efficient energy use

White background  
with any text  
& graphics

✗ 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.

## 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](mailto:admin@bigimpactadvertising.com.au)