

SOLAR AD TRAILER SPECS.



Provide at least 2 images/graphics (maximum 4)

Your campaign will have more impact with multiple images – when content changes it grabs attention.

STATIC IMAGES

Format: JPEG

ARTWORK RESOLUTION

Supply art at 1920 x 960 pixels

TEXT SIZE

Recommendation: Use fonts at least 7% of screen height to ensure the message can be viewed from a distance

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

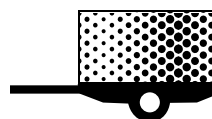
✗ NOT Permitted – inefficient energy use

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.
- We hate to do this, but there will be a small fee for any files that we need to reformat.

OVERALL DIMENSIONS*

- 4.5m (Length) 2.05m (Width) 2.5m (Height)



W 2.5m x H 1.3m

*Measurements are approximate – please contact your project manager if you need precise data.

Send files under 4MB via email. Use a sharing service like Dropbox or Google Drive for larger files.