

DIGITAL MOBILE BILLBOARD 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

Digital Mobile Billboard (3-sided)

Supply art for Side Screens at 1920 x 960 pixels

Supply art for Rear Screen 1440 x 1920 pixels

Digital Mobile Billboard (2-sided)

Supply art for Side Screens at 1920x 540 pixels

TEXT SIZE

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

DESIGN TIPS

- Use bold and strong fonts
- Keep it short and easy to read
- No white backgrounds please – colours display much better

VIDEOS

Format: MP4 only – Max 30 FPS

Ratio: 16:9 widescreen

Resolution: SD / HD / Full HD files accepted

Inputs

HDMI / SDI

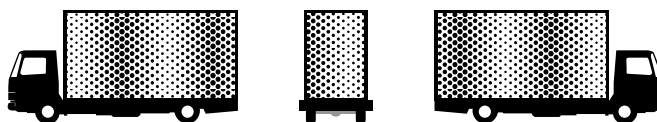
OTHER IMPORTANT THINGS

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

OVERALL DIMENSIONS*

Digital Mobile Billboard (3-sided)

7.5m (Length) 2.4m (Width) 3.9m (Height)



W 4m x H 2m

W 1.5m x H 2m

W 4m x H 2m

Digital Mobile Billboard (2-sided)

7.7m (Length) 2.1m (Width) 2.7m (Height)



W 5m x H 1.5m

W 5m x H 1.5m

*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.