

IN-CINEMA NATIONAL COMMERCIAL DELIVERY SPECIFICATIONS



Please adhere to the following specifications when providing onscreen creative:

*All assets are subject to quality and content review.

VIDEO

Format: Apple Pro Res 422 HQ (preferred),
Resolution: 1998 x 1080p (preferred), 1920x1080 (accepted)
Frame Rate: 24fps (preferred), 23.98 (accepted)
Aspect Ratio: FLAT (16:9,1.85)
Title Safe: 10% from Edge;
Image Safe: 5% from Edge

Slate/ISCI is preferred but not required

AUDIO- Embedded Audio – Stereo or 5.1 audio mix accepted

Stereo mix: CH1=LT, CH2=RT

5.1 mix: CH1=L, CH2=R, CH3=C, CH4-Sub, CH5=LS, CH6=RS, **CH7=LT, CH8=RT**

IMPORTANT: 5.1 audio mix MUST be accompanied by a stereo mix (LT/RT CH 7&8) in order to accommodate our whole network.

5.1 Audio Levels *If providing 5.1 audio, the mix is not required to be Dolby Certified

*Please see the Dolby Media Meter reference below for audio levels



DELIVERY

The preferred method of delivery is a digital file via Aspera:

<http://aspera.screenvisionmedia.com/national>

Upon successful upload of creative, please confirm with the contacts below and provide trafficking instructions in the form of a Word Document.

CONTACTS

Email: CreativeServices@ScreenvisionMedia.com

Maggie Dempsey
585.486.8621

Eric Faulkner
585.486.8661

Aspect Ratio and Title Safe

FLAT



SCOPE



The aspect ratio of Screenvision Media's pre-show may depend on the feature that will follow. Advertisements with aspect ratios that differ from the feature will have letterboxing added to the sides or the top and bottom in order to fit the image on screen.

FLAT AD IN SCOPE



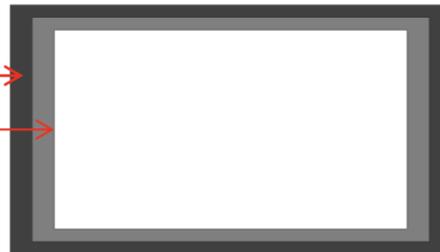
SCOPE AD IN FLAT



Image Safe Area- Titling must fit within the title safe zone to ensure that all text remains on screen.

Action Safe Area

Title Safe Area



Advertisements with titles that fall outside of the title safe zone may undergo a minor shrink in order to fit all text on screen.

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