

National Cinema Commercial Specifications



Please adhere to the following specifications when providing creative:

*All assets are subject to quality and content review.

Video

Format: MOV

Compression: Apple Pro Res 422 HQ
(preferred)

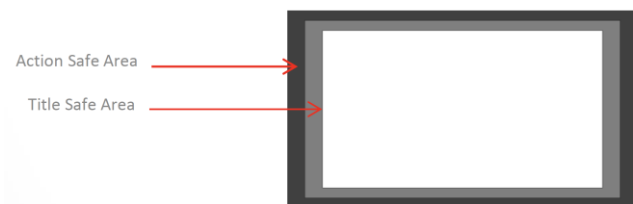
Resolution: 1920x1080p

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 via Aspera using the below public link:

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

Upon successful upload of creative, please confirm upload with the contacts below
and provide trafficking instructions.

Contacts:

Maggie Dempsey
585.486.8621

Lisa Mosher
585.486.8633

Email: CreativeServices@ScreenvisionMedia.com

TrailerPack & Marquee Positioning Specifications



Please adhere to the following specifications when providing creative:

*All assets are subject to quality and content review.

**Both Flat and Scope versions with 5.1 audio mix are required for
TrailerPack or Marquee Positioning**

Video

Format: MOV

Compression: Apple Pro Res 422 HQ
(preferred)

Resolution: 1998 x 1080p (Flat)

2048 x 858p (Scope)

Frame Rate: 24fps

Aspect Ratio: FLAT (1.85)

SCOPE (2.39)

Title Safe 10% from Edge; Image Safe
5% from Edge

Slate/ISCI is preferred but not required

Audio

Embedded 5.1 audio mix

Audio Level: 82 Leq(m)

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 include LT/RT
on CH7 and CH8 (complete down mix)**

Delivery:

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Lobby Commercial Specifications



Lobby creative can run on both Horizontal and Vertical Screens:

**All assets are subject to quality and content review.*

Landscape Source

Horizontal /Landscape files should meet the National Cinema Commercial specs on page 1.

The Horizontal /Landscape spots can be used on Vertical/Portrait screens with the source file formatted as displayed below for vertical screens by SV.

Portrait Source

Vertical/Portrait Commercial Specs:

Format: MOV

Compression: Apple Pro Res 422 HQ (preferred)

Resolution: 1080 x 1920p

Frame Rate: 24fps

Title Safe: 10% from Edge;

Image Safe: 5% from Edge

Audio Embedded - Stereo or 5.1 audio mix accepted

Stereo mix: CH1=LT, CH2=RT

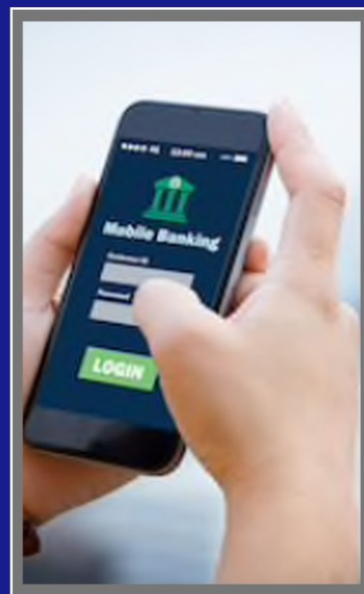
5.1 mix: CH1=L, CH2=R, CH3=C, CH4-Sub, CH5=LS, CH6=RS, CH7=LT, CH8=RT



Logo

Your Spot
1920 x 1080
(Horizontal Spot)

Logo



Note:
Depending on contrast needed logo will be placed on either a black or white background

If no logo is provided, SV will incorporate assets from spot as needed.

If custom design is required, spot must be submitted 10 days prior to flight