

## ANIMATED ON-SCREEN CAMPAIGN

- .mp4 or .mov use H.264, Target Bitrate 20-25 Mbps
- Ensure audio is high quality - free of audio glitches such as pops, static or other imperfections.
- Duration of audio and video must match and be in sync.
- Build ad to full HD dimension not the safe area.
- All text/logos must be contained within this designated safe area.
- Do not use any 3rd party plug-ins and / or filters.

**\* Please note all digital ads must contain audio. If no audio is supplied Screenvision's Creative Department will Incorporate background music track into the final ad.**

File: .mp4 or .mov

Dimensions: 1920 x 1080 pixels

Compression: H.264, Target Bitrate 20-25 Mbps

Frame Rate: 24 fps

Aspect Ratio: Square Pixels

Color: 24-32 bit RGB

Duration: 15 or 30 seconds (other durations may be available contact your Screenvision Representative for details)

Safe Area: Follow Title Safe for HDTV 1080 video. All text/logos should be contained within the Title Safe area. (The safe area is 80% of total video or 1536 x 864 pixels)

Resolution: Full

Embedded Audio: Stereo (CH1 = LT, CH2 = RT)

## SEND MATERIALS TO

**ASPERA** UPLOAD (Faster, requires install of free Aspera connect)

<http://aspera.screenvisionmedia.com/local-regional>

**DROPBOX** UPLOAD (requires follow-up email and upload details)

<https://tinyurl.com/ScreenvisionMedia>

Once you've uploaded your files please notify us by emailing:

[sentmyartwork@screenvisionmedia.com](mailto:sentmyartwork@screenvisionmedia.com)

In the body of the email please include the following:

1. Business/Advertiser name
2. Contact Name
3. Email address
4. Screenvision Sales Rep name
5. Names of files submitted

## MAIL / SHIP

Screenvision  
Attn: Creative Services Dept.  
245 Kenneth Drive / Suite 400  
Rochester, NY 14623

Contact Nikki Karpen at [nkarpen@screenvisionmedia.com](mailto:nkarpen@screenvisionmedia.com) for questions regarding specifications and file delivery.

## UPLOADING WITH ASPERA

<http://aspera.screenvisionmedia.com/local-regional>

You can drag and drop your files or browse by clicking “Add files”



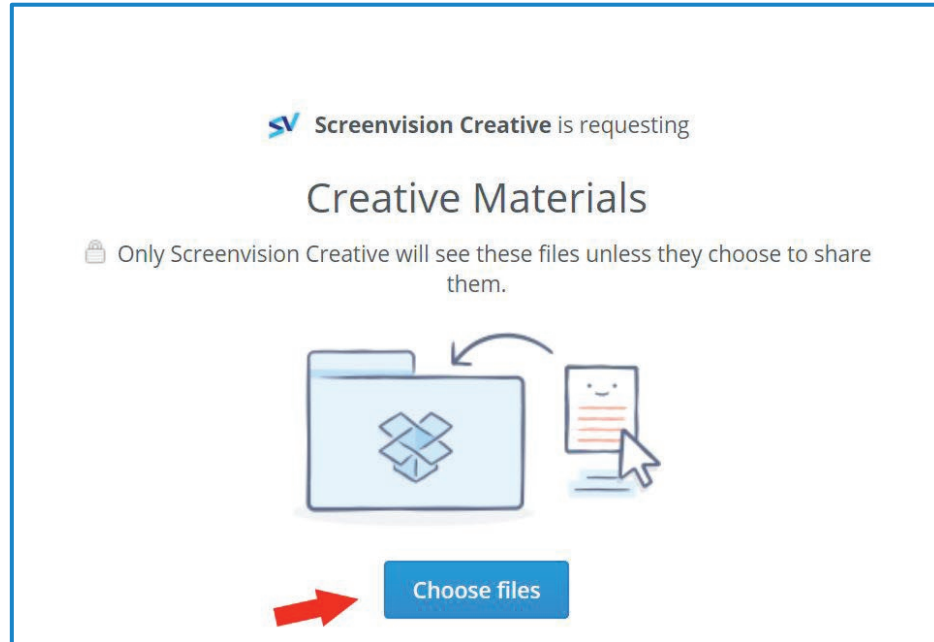
After you've selected all of your files, enter your name, subject, email address, business name, and click "Send."

- Maximum number of files permitted to upload is 20.
- When the status reads "Completed," all files have been successfully transferred.
- You will receive a confirmation email from Screenvision once your files have been reviewed by the creative team (within 1 business day). If you do not receive a confirmation email within this time, please contact your sales representative.

## UPLOADING WITH DROPBOX

- Go to <https://tinyurl.com/ScreenvisionMedia>

You can drag and drop your files or browse by clicking “Choose files”



2. After you've selected all of your files, enter your name and email address and click “Upload”

- Maximum number of files permitted to upload is 20.
- Once you've uploaded your files please notify us by emailing;

[sentmyartwork@screenvisionmedia.com](mailto:sentmyartwork@screenvisionmedia.com) In the body of the email please include the following:

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