

# National Standard Cinema Commercial Specifications (Showcase & Premium Prime)



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)

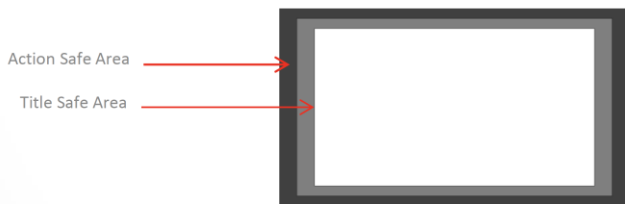
Resolution: 1920x1080p

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 are accepted 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.

**Audio Level:** 78 Leq(m)

\*Please see the Dolby Media Meter reference  
below for preferred audio levels. Mix is not  
required to be Dolby Certified



## 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 with the contacts below and  
provide trafficking instructions.

### Contacts:

Maggie Dempsey  
585.486.8621

Lisa Mosher  
585.486.8633

Email: [CreativeServices@ScreenvisionMedia.com](mailto:CreativeServices@ScreenvisionMedia.com)

# National Trailer Positioning Commercial Specifications (TrailerPack, Platinum and Marquee)



Both Flat and Scope versions are required for Trailer Positioning.

**Please adhere to the following specifications when providing creative:**

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## 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 are accepted 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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585.486.8621

Lisa Mosher  
585.486.8633

Email: [CreativeServices@ScreenvisionMedia.com](mailto:CreativeServices@ScreenvisionMedia.com)

# National Lobby Commercial Specifications



**Lobby creative can run on both Horizontal and Vertical Screens:**

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## Horizontal/Landscape Source

Format: MOV  
Compression: Apple Pro Res 422 HQ  
(preferred)  
Resolution: 1920 x 1080p  
Frame Rate: 24fps

Audio Embedded – Stereo or 5.1  
audio mix accepted

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

## Vertical/Portrait Source

Format: MOV  
Compression: Apple Pro Res 422 HQ  
(preferred)  
Resolution: 1080 x 1920p  
Frame Rate: 24fps

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

**Delivery:** Preferred method of delivery is via Aspera using the below public link:

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



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