

# 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

<b>File Format</b>	MOV (preferred); MP4 (accepted)
<b>Compression</b>	Apple Pro Res 422 HQ (preferred); H.264, Target Bitrate 20-25 Mbps (accepted)
<b>Dimensions</b>	1920 x 1080 pixels (Full HD)
<b>Frame Rate</b>	24fps (preferred) 23.98fps/23.979fps (accepted)
<b>Aspect Ratio</b>	Square Pixels
<b>Safe Area</b>	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)

## Audio

<b>Embedded Audio</b>	5.1 [L,R,C,LFE,Ls, Rs] + Stereo or Stereo only <b>IMPORTANT: 5.1 audio mix MUST be accompanied by a stereo mix in order to accommodate our entire network.</b>
<b>Audio Specs:</b>	48,000 Hz 16bit not exceeding -10 dBFS

Slate/ISCI are accepted but not required

## Delivery:

The preferred method of delivery is via Aspera using the below public link:

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

Please submit traffic instructions, requests for creative upload confirmations or any specification questions to:

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

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



**Both Flat and Scope formats are required for Trailer Positioning.**

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

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Video	
<b>File Format</b>	MOV (preferred)
<b>Compression</b>	Apple Pro Res 422 HQ (preferred)
<b>Dimensions</b>	1998 x 1080 pixels (2K Flat) 2048 x 858 pixels (2K Scope)
<b>Frame Rate</b>	24fps (preferred) 23.98fps/23.979fps (accepted)
<b>Aspect Ratio</b>	Flat (1.85:1) Scope (2.39:1)
<b>Safe Area</b>	Follow Title Safe 10% from Edge All text/logos should be contained within the Title Safe area
Audio	
<b>Embedded Audio</b>	5.1 [L,R,C,LFE,Ls, Rs] + Stereo (preferred) Stereo only (accepted)
<b>Audio Specs:</b>	48,000 Hz 16bit not exceeding -10 dBFS

Slate/ISCI are accepted but not required

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# National Lobby Commercial Specifications



Lobby creative runs on both Portrait and Landscape screens

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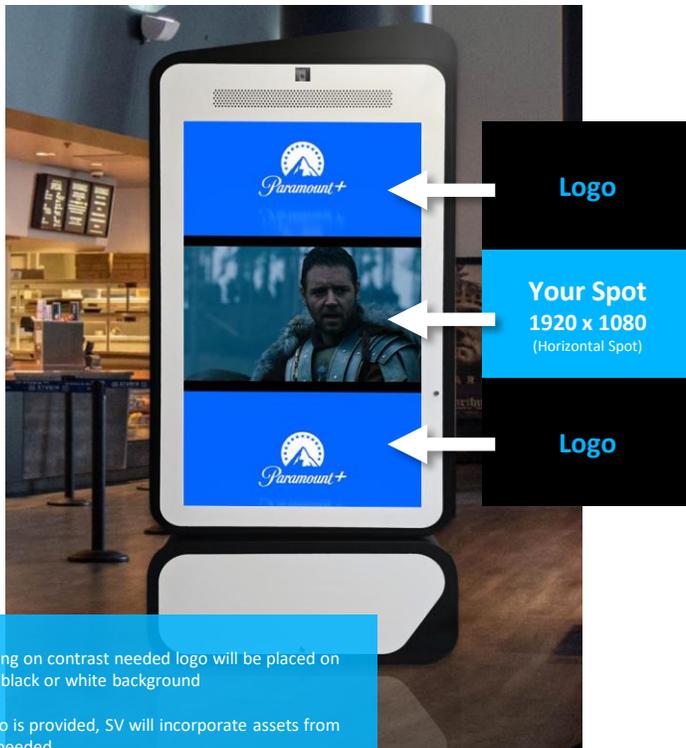
Video	
File Format	MOV (preferred); MP4 (accepted)
Compression	Apple Pro Res 422 HQ (preferred); H.264, Target Bitrate 20-25 Mbps (accepted)
Dimensions	1920 x 1080 pixels (Landscape) 1080 x 1920 pixels (Portrait)
Frame Rate	24fps (preferred)
Embedded Audio	5.1 [L,R,C,LFE,Ls, Rs] + Stereo or Stereo only

## Delivery:

The preferred method of delivery is via Aspera using the below public link:

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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