CREATIVE GUIDE FOR CINEMA ADVERTISING

MESSAGE

A simple and concise message is the key to an effective cinema advertising campaign. Your message should be focused on a single product or selling point.

VISUAL

Simplicity builds recall. Clear, eye-catching visuals coupled with a streamlined message creates an effective campaign.

PHOTOS

Photography must be at least 2 megapixels having a resolution with a smallest dimension equal to or greater than 2,000 pixels. No time-stamped photography.

TEXT

Simplicity works. Up to 20 words are recommended for every 15 seconds, including your company name and location. Avoid complex details, as they could distract from your core message.

COLORS

To guarantee protection, text should be strongly contrasted against the background. Certain colors – such as 100% red and blue – should be outlined or surrounded by a light color to ensure protection. All text should fit within the designated safe area. Borders framing the entire outer edge of an ad or black-feathered edges are not recommended.

VOICE OVER

Screenvision recommends the following maximum word count when creating an advertisement for 15 and 30 second durations:

- 15 sec = 32 words
- 30 sec = 70 words

If supplying a script the instructions for the voice over should be clear and simple. Spell out numbers.

Example: 1-800-555-5555 should be typed as one eight hundred five five-five, five-five-five-five.

Provide the phonetic spelling of any words where pronunciation may be unclear.

SCREEN VISION MEDIA

Animated Ad/AV Spot Specifications

ANIMATED ON-SCREEN CAMPAIGN

- QuickTime (.mov) use H.264 compression at best quality or Apple ProRes 422 (HQ).
- 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: QuickTime Movie (.mov)
Dimensions: 1920 x 1080 pixels
Compression: H.264 compression at best quality or Apple ProRes 422(HQ)
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

*** Harkins theaters will not run ads with customized audio in the Early Preshow. Harkins will allow only non-audio ads in EPS.**

SCREEN VISION MEDIA

File Delivery

SEND MATERIALS TO

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

Client Supplied Ads: **http://tinyurl.com/AsperaSupplied**

Screenvision to Create Ads: **http://tinyurl.com/AsperaCreate**

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

http://tinyurl.com/SVdropbox

MAIL / SHIP

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

Contact Maxwell Dunn at **mdunn@screenvisionmedia.com** or **(585) 486-8631** for questions regarding specifications and file delivery.

UPLOADING WITH ASPERA

Aspera is a product offered by IBM

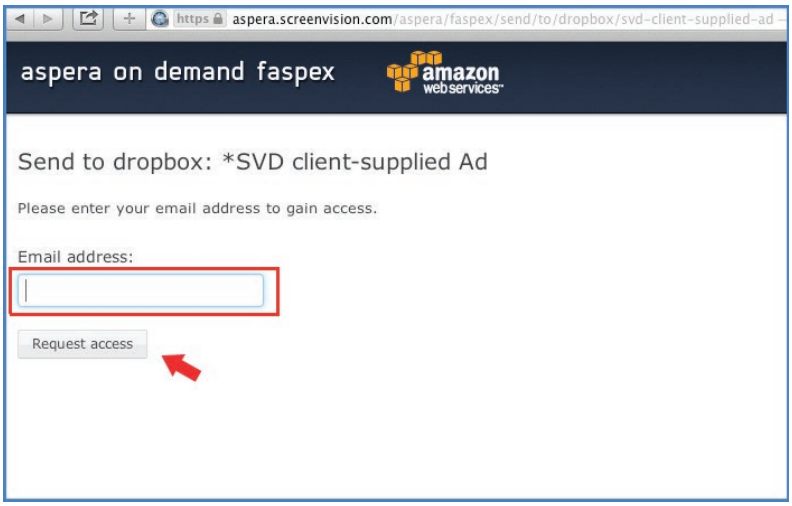
(Please note: The Aspera Connect plug-in is required in order to upload files through this site. If you do not already have this plug-in you may download it using this link, http://downloads.asperasoft.com/connect2/)

Client Supplied Ads: **http://tinyurl.com/AsperaSupplied**

Screenvision to Create Ads: **http://tinyurl.com/AsperaCreate**

Click whichever link applies and the following screen will open:

- Enter your full email address and click Request Access

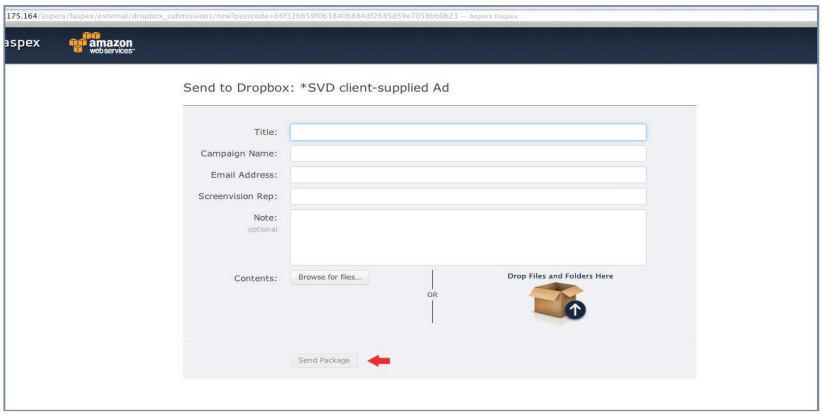


You will then receive an email with the invitation

- Click the link within the email

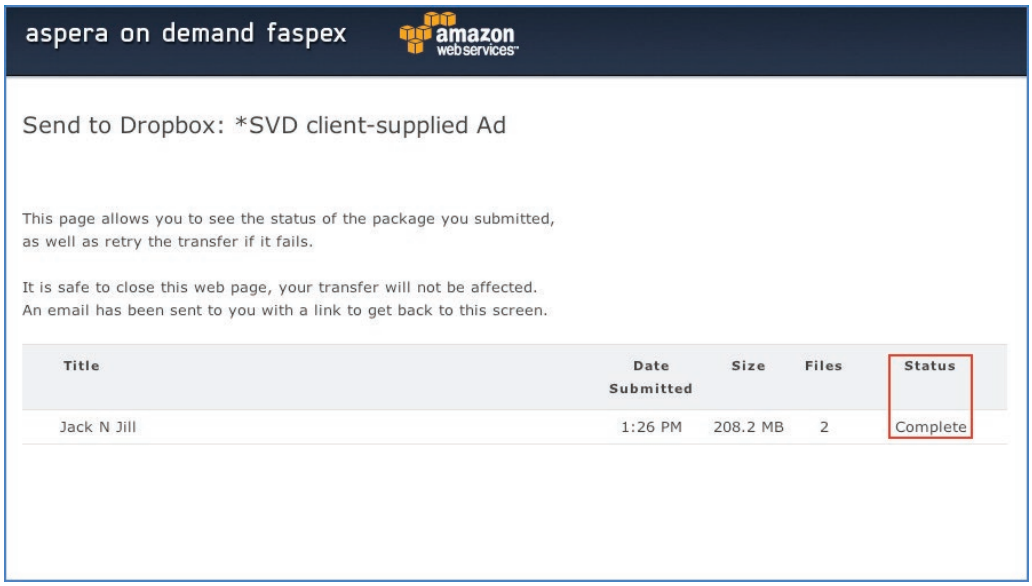
The link will take you to the following page (below)

- Please fill in each box (any additional creative instructions can be included in the Note box)
- You will have the option to drag and drop your files into the cardboard box icon or you can browse for your specific files/folders
- Once all of your files have been added, click **Send Package**
- Maximum number of files permitted to upload is 20.



UPLOADING WITH ASPERA (CONTINUED)

- You will immediately receive an email confirming the **submission** of your package and you will be able to track the status of your package by clicking the link within the email.



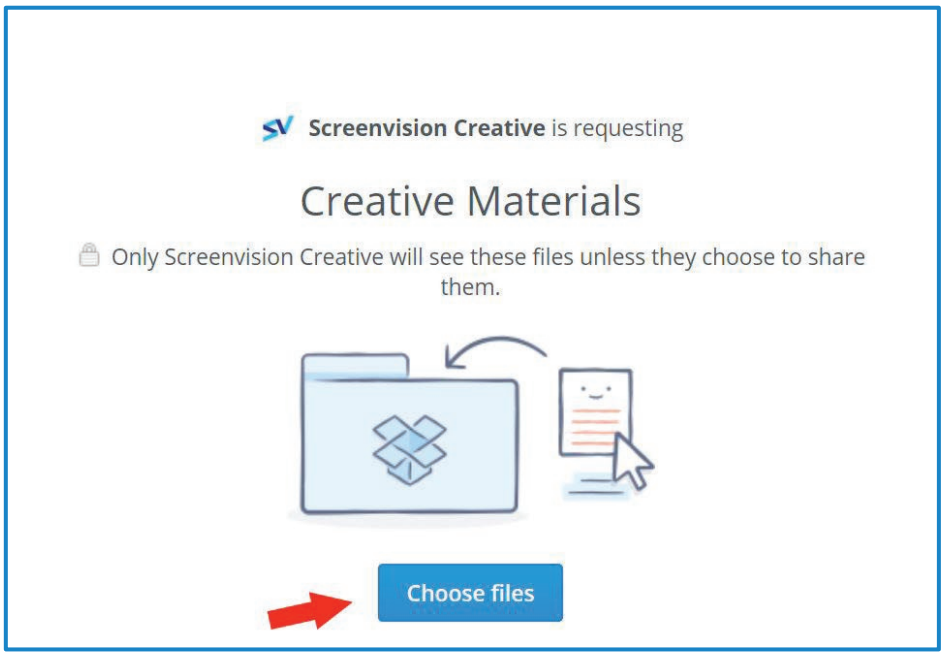
- When the status reads **"complete"** it means that all of your files have been successfully transferred!

- 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 **http://tinyurl.com/SVdropbox**

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



- 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**

  In the body of the email please include the following:

  1. Business/Advertiser name
  2. Contact name
  3. Phone number
  4. Screenvision Sales Rep name
  5. Names of files submitted

  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.