

Screenvision Production Specs And Guidelines

This guide is designed to provide assistance to all Screenvision clients. It will explain how to provide materials for your Screenvision campaign, whether you are creating a new spot or selecting from creative already produced.

If you are having your creative developed by an agency or production company contact Lisa Lau, Screenvision Creative Services, (212-497-0452) to request our Cinema Commercial Production Guide.

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Creative Contents Guidelines For A/V Spots

Screenvision's exhibitor partners have approval rights for spots running in theatres. Whether you are creating a new spot or selecting from creative already produced, consider the following list of material deemed inappropriate:

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|------------------------------------|---|
| Alcohol consumption | Kidnapping |
| Burping | Light sexual innuendo or subliminal images |
| Child myth destroying | Loud or alarming noises |
| Comedic bodily noises | Male shirtless or in underwear |
| Comedic risqué images | Ominous or dangerous music |
| Comedic violence | Open wounds/sores |
| Creepy whispering | Physical fighting |
| Cursing | Physical gestures representing cursing |
| Dating scenarios | Politics |
| Disturbing imagery | Pornography |
| Excessive bloodshed | Religion |
| Female cleavage focus point | Sacrilegious language or imagery |
| Fire | Scary imagery |
| Firearms | Showing drug use |
| Genital grabbing or rubbing | Tobacco |
| Glorifying smoke | Verbal relating to diseases or bodily functions |
| Guns firing | Vicious animal attacks |
| Heavy sexual innuendo | Women in lingerie |
| Holding alcoholic beverage in hand | Young children yelling in pain |



Supplied Materials – A/V Spot Delivery Specifications

When using an existing commercial, it is important to provide the best master possible. If you want to use a pre-produced commercial for your Screenvision campaign, you can provide us with a copy in one of the following formats for use on screen:

- Digibeta
- Beta SP
- Uncompressed QuickTime
- Spot Tag Creation **(See page 5 for specs)*
- Screener Copy (See Below)

Spots should be sent to:

Lisa Lau
Screenvision Creative Services
1411 Broadway, 33rd Floor
New York, NY 10018

Screener Copy –

All spots must be approved by exhibitors. In addition to supplying your pre Produced spot in one of the formats listed above, you will need to provide a “screener” copy of the spot. The screener should be no longer than 5-megabytes in one of the following formats emailed to Llau@screenvision.com

Windows Media (WMV)
Quicktime (MOV)

Not sure what to do? Please call Lisa Lau, Screenvision Creative Services, 212-497-0452, with formatting question.

If you are using an agency or production house, please follow our technical guidelines. In order to get a copy of our technical guidelines contact Lisa Lau, Screenvision Creative Services 212-497-0452.



*Tagging Supplied A/V Spot

A/V Spot Supplied In Digital Format

Video

File: QuickTime Movie (.mov)

Compression: Uncompressed QuickTime using Animation codec at best quality – *H.264. compression is acceptable using best quality following the same specifications*

Dimensions: 1280 x 720 pixels. HDTV (16:9) aspect ratio. (1080p – 1920 x 1080 pixels is also accepted)

Audio

Separate audio track WAV or AIF file (no mp3 or AC3)

High quality – free of audio glitches such as pops, static or other imperfections

Digital Format Delivery

Electronic file should be delivered on DATA DVD or External HD as uncompressed QuickTime or compressed using H.264 codec at best quality Setting. Video DVD format is not acceptable.

Send all materials to:

Screenvision

Attn: Creative Services Department

1411 Broadway 33rd Floor

New York, NY 10018

Call Lisa Lau or Heather Jolley at (212) 497-0400 for all questions regarding specifications and delivery.

A/V Spot Supplied On Tape

Tape formats are acceptable but will incur an additional tape conversion fee.

Tape formats include high definition tape format Panasonic HD D5 and Standard Tape Formats, NTSC DigiBeta and NTSC BetaSP. Please contact Lisa Lau or Heather Jolley for conversion rates. Deliver Spot on TAPE or Data DVD to Creative Services in our NYC office.



Creative Contents Guide For Animated And/Or Static On-Screen Campaigns

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. A clear, eye-catching visual coupled with a streamlined Message creates an effective campaign.

TEXT

Simplicity works. Up to 20 words are recommended, including your company name and location. Avoid complex details as they will subtract from your core message.

COLORS

To guarantee projection, text should be strongly contrasted against the Background. Certain colors – such as 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.



Supplied Materials- Delivery Specifications Static On-Screen Campaign

FORMAT

All supplied ads must be Adobe Photoshop compatible. No other file types will be accepted.

Ads created in Adobe Illustrator should have saved as an illustrator .eps file. All artwork and fonts must be separately supplied. Fonts should be Mac compatible or converted to outlines.

Quark, Word, Pagemaker, In Design or any other design/word processing Documents are not acceptable as final creative.

Dimensions:

1280 pixels x 720 pixels (10.14 x 5.704 inches @ 126.233 dpi)

Safe Area

1093 pixels x 567 pixels (8.659 x 4.492 inches @ 126.233 dpi)

The safe area is calculated from the center of the image area. All text and logos must be contained within this designated safe area.



Supplied Materials- Delivery Specifications Static On-Screen Campaign (Continued)

FILE TYPES

The preferred format is a .psd file with all layers preserved. Files can also be saved as .eps, .jpg, .pct, .tif. Please be sure to save files with the extension at the end of the file name.

Final ads should be built to the full Photoshop dimensions, not the safe area dimensions.

Delivery Options

*Materials can be uploaded to <http://creative.screenvision.com> or supplied on Mac compatible CD, DATA DVD, or External Hard Drive. **Video DVD format is not acceptable.**

Attn: Campaign Management
Screenvision Direct
360 Linden Oaks
Rochester, NY 14625



Supplied Materials- Delivery Specifications Animated On-Screen Campaign

FORMAT

Uncompressed QuickTime or Adobe After Effects. If supplying an After Effects file include all source files (linked graphics) and fonts.

TECHNICAL SPECIFICATIONS

Please follow our technical guidelines. Build ad to full HD dimension not the safe area. All text/logos must be contained within this designated safe area. The ad cannot contain audio. Be sure the final file has (1) BLANK (black) frame at start and end of the animation (timeline). Do not use any 3rd party plug-ins and/or filter.

File: Quicktime Movie (.mov)

Compression: Animation (lossless) codec at best quality – H.264 compression is accepted (but not recommended) using best quality following the same specifications

Dimensions: 1280 x 720 pixels. HDTV (16:9) aspect ratio.

Safe Area: 1093 pixels x 567 pixels. The safe area is calculated from the center of the image area. All text/logos must be contained within this designated safe area.

Color: 24-32 bit RGB

Timeline: One (1) BLANK (black) frame at start and end of animation.

Duration: 10/15/30 seconds (other durations may be available contact your SVD Representative for details)

Frame Rate: 59.94 fps

Aspect Ratio: Square Pixels

Resolution: Full



Supplied Materials- Delivery Specifications Animated On-Screen Campaign (Continued)

ANIMATED AD W/ AUDIO

- Follow video instructions for Animated Ad
- Supply separate .wav or .aif file (mp3 not recommended / AC3 not accepted)
- High quality – free of audio glitches such as pops, static or other imperfections
- Duration must match that of video

| | |
|------------|--|
| Dimensions | 1280 pixels x 720 pixels (10.14 x 5.704 inches @ 126.233 dpi) |
| Safe Area | 1093 pixels x 567 pixels (8.659 x 4.492 inches @ 126.233 dpi) The safe area is calculated from the center of the image area. All text and logos must be contained within this designated safe area. |

VOICEOVER

Number of words by duration

Screenvision recommends the following maximum word counts when creating an advertisement for 10, 15, and 30 second durations:

- **10 sec = 22 words**
- **15 sec = 32 words**
- **30 sec = 70 words**

Script

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 in as one eight hundred five-five-five, five-five-five-five

Letters and numbers count as words towards the total word count. For example:

- R.I.T. = three words
- next care now dot com = five words
- 555-5555 = seven words

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

DELIVERY OPTIONS

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