

Production Guidelines



CREATIVE DELIVERY

Ads and relevant materials can be uploaded to **creative.screenvision.com** or supplied on Mac compatible CD, DVD or Zip Disk.

Materials can be sent to:

Attn: Campaign Management
Screenvision Direct
360 Linden Oaks
Rochester, N.Y. 14625

DESIGN RECOMMENDATIONS

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 unique 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 need to be outlined or surrounded by a light color to ensure projection.

INDIVIDUAL GRAPHIC ELEMENTS

Fonts - Required fonts must be supplied and Mac compatible.

Photography - Supplied photography must be professional quality. Digital photographs should be equivalent to or greater than the final photoshop ad dimensions. Original photographs or very high quality printed photography is also acceptable (high-end brochure, catalog, etc.).

Logos - Vector logos are recommended with text converted to outlines. If not vector, logos should be equivalent to or greater than the final Photoshop ad dimensions and anti-aliased. Due to aliasing, do not send logos in index color or black and white bitmap. Photoshop files should be supplied in anti-aliased Photoshop grayscale or RGB modes. A crisp, clean printout on clean bright, non textured paper, free from any drop shadows or complex shading is also acceptable.

ADDITIONAL REQUIREMENTS

Quark documents are not accepted as final creative, as well as an other page layout or word processing programs (Word, Pagemaker, InDesign, etc.). If creating an ad in Quark, export as a Photoshop compatible eps file with text converted to outlines.

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.

Static Ad (Analog & Digital)

ANALOG (35MM SLIDE) AD SPECIFICATIONS

All supplied Ads must be **Adobe Photoshop** compatible. No other file types will be accepted. Ads created in Adobe Illustrator should be saved as an illustrator .eps file and must have all placed artwork supplied separately and Fonts (Mac compatible) should be supplied or converted to outlines.

Final Photoshop Dimensions - 1280 pixels x 720 pixels.

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 Mode - RGB

Files Types - The preferred format is a **.psd file with all layers preserved**. Files can also be saved as .eps, .jpg, .pct and .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.

DIGITAL STATIC AD SPECIFICATIONS

same as **Analog (35mm slide) Ad Specifications**

Digital Animation Guidelines

IF SUPPLYING FINAL ANIMATED AD

Option 1

File: Quicktime Movie (.mov) at best quality with no compression (lossless).

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.

Audio: File cannot contain audio

Color: 24-32 bit RGB

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

Slide Duration: 10 seconds

Frame Rate: 59.94 fps

Aspect ratio: Square Pixels

Resolution: Full

Option 2

File: Adobe After Effects source file (.aep)

All other specifications are the same as Option 1

All source content used must be placed in a separate folder called "content" in the same folder as the project file.

Imbedded Video (if applicable): Uncompressed QuickTime or AVI, at same resolution as project.

Audio: File cannot contain audio

Effects: No 3rd party plug-ins and/or filters.

Still images: TIF, TGA, or PSD images - RGB color.

Fonts: All fonts used must be included.

Please note: If supplying a static ad to be animated by Screenvision Direct's Creative Department, the file must be a native photoshop file (.psd) with all layers preserved. (see static ad specifications)