



PRODUCTION SPECS AND GUIDELINES

This guide is designed to provide assistance to Screenvision Direct clients who are providing their own creative. It will explain how to provide materials for your Screenvision Direct campaign.

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.

SCREENVISION DIRECT PRODUCTION GUIDELINES AND SPECIFICATIONS

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CREATIVE CONTENTS GUIDELINES FOR 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:

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

SUPPLIED MATERIALS – 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 Direct campaign, you can provide us with a copy in one of the following formats for use on screen:

- Digibeta
- Beta SP
- Uncompressed QuickTime

Spots should be sent to:

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

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 no larger 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 questions.

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.

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 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 – should be outlined or surrounded by a light color to ensure projection.

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 be 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 accepted as final creative. If an ad is created in Quark or another design program, export the file as a Photoshop compatible .eps file with text converted to outlines.

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.

* Materials can be uploaded to <http://creative.screenvision.com> or supplied on Mac compatible CD, DVD or Zip Disk to:

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 the 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.

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 and logos must be contained within this designated safe area.

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