

# Production Guidelines

## 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 and phone numbers 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.

## ANALOG (35MM SLIDE) AD SPECIFICATIONS

All supplied Ads must be **Photoshop** and/or **Illustrator** compatible. No other file types will be accepted. Ads created in Illustrator 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.

## 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.

## DISK SPECIFICATIONS

Ads and relevant materials can be supplied via email to **marketingdirect@screenvision.com** or supplied on Mac compatible **CD, DVD or Zip Disk**. Provide a hard copy of the elements (images, logos, layout) supplied.

## 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.

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## 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.

## IF SUPPLYING STATIC AD TO BE ANIMATED

Format – Photoshop (.psd) with ALL layers preserved

Dimensions - 1280 pixels 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 Mode – RGB

## 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: 29.97 fps

Aspect ratio: Square Pixels

Resolution: Full

### Option 2

File: Adobe After Effects version 6.5 (.aep) or lower.

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.

## INDIVIDUAL GRAPHIC ELEMENTS

Fonts must be supplied and Mac compatible.

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

Quark documents are not accepted as final creative, as well as any other page layout or word processing programs (Word, Pagemaker, InDesign, etc.).

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.

## DISK SPECIFICATIONS

Ads and relevant materials can be supplied via email to [marketingdirect@screenvision.com](mailto:marketingdirect@screenvision.com) or supplied on Mac compatible CD, DVD or Zip Disk (No floppy disks). Provide a hard copy of the elements (images, logos, layout) supplied.

## 2006 Flight Dates & Material Deadlines

### Cinema Spots

Flight Dates		Flight Length	Peak vs. Off Peak	Material Deadlines	
				Tape (VHS Copy & D1/Digibeta)	Film
1/6/2006	2/2/2006	4 Weeks	Off Peak	12/2/2005	12/9/2005
2/3/2006	3/9/2006	5 Weeks	Off Peak	12/30/2005	1/6/2006
3/10/2006	4/6/2006	4 Weeks	Peak	2/3/2006	2/10/2006
4/7/2006	5/4/2006	4 Weeks	Off Peak	3/3/2006	3/10/2006
5/5/2006	5/25/2006	3 Weeks	Peak	3/31/2006	4/7/2006
5/26/2006	6/29/2006	5 Weeks	Peak	4/21/2006	4/28/2006
6/30/2006	8/3/2006	5 Weeks	Peak	5/26/2006	6/2/2006
8/4/2006	9/7/2006	5 Weeks	Peak	6/30/2006	7/7/2006
9/8/2006	9/28/2006	3 Weeks	Off Peak	8/4/2006	8/11/2006
9/29/2006	10/26/2006	4 Weeks	Off Peak	8/25/2006	9/1/2006
10/27/2006	11/30/2006	5 Weeks	Peak	9/22/2006	9/29/2006
12/1/2006	1/4/2007	5 Weeks	Peak	10/27/2006	11/3/2006

The 2006 schedule reflects twelve flights that begin on Friday and end on Thursday.

### Cinema Slides

Flight Dates		Flight Length	Peak vs. Off Peak	Material Deadlines
12/23/2005	1/19/2006	4 Weeks	Off Peak	11/25/2005
1/20/2006	2/16/2006	4 Weeks	Off Peak	12/23/2005
2/17/2006	3/16/2006	4 Weeks	Peak	1/20/2006
3/17/2006	4/13/2006	4 Weeks	Off Peak	2/17/2006
4/14/2006	5/11/2006	4 Weeks	Peak	3/17/2006
5/12/2006	6/8/2006	4 Weeks	Peak	4/14/2006
6/9/2006	7/6/2006	4 Weeks	Peak	5/12/2006
7/7/2006	8/3/2006	4 Weeks	Peak	6/9/2006
8/4/2006	8/31/2006	4 Weeks	Peak	7/7/2006
9/1/2006	9/28/2006	4 Weeks	Off Peak	8/4/2006
9/29/2006	10/26/2006	4 Weeks	Off Peak	9/1/2006
10/27/2006	11/23/2006	4 Weeks	Peak	9/29/2006
11/24/2006	12/21/2006	4 Weeks	Peak	10/25/2006

The 2006 schedule reflects thirteen flights that begin on Friday and end on Thursday.

### Promotions

Flight Dates		Flight Length	Peak vs. Off Peak	Material Deadlines	
				If Screenvision Produces	If Client Produces
1/3/2006	1/30/2006	4 Weeks	Off Peak	11/22/2005	11/29/2005
1/31/2006	3/6/2006	5 Weeks	Off Peak	12/20/2005	12/27/2005
3/7/2006	4/3/2006	4 Weeks	Peak	1/24/2006	1/31/2006
4/4/2006	5/1/2006	4 Weeks	Off Peak	2/21/2006	2/28/2006
5/2/2006	5/22/2006	3 Weeks	Peak	3/21/2006	3/28/2006
5/23/2006	6/26/2006	5 Weeks	Peak	4/11/2006	4/18/2006
6/27/2006	7/31/2006	5 Weeks	Peak	5/16/2006	5/23/2006
8/1/2006	9/4/2006	5 Weeks	Peak	6/20/2006	6/27/2006
9/5/2006	9/25/2006	3 Weeks	Off Peak	7/25/2006	8/1/2006
9/26/2006	10/23/2006	4 Weeks	Off Peak	8/15/2006	8/22/2006
10/24/2006	11/27/2006	5 Weeks	Peak	9/12/2006	9/19/2006
11/28/2006	1/1/2007	5 Weeks	Peak	10/17/2006	10/24/2006

The 2006 schedule reflects twelve flights that begin on Tuesday and end on Monday. However, the promotional flight dates can coincide with the on-screen (starting on a Friday and ending a Thursday).

The listed material deadlines are based on the specifications for standard promotional elements and will be shipped via ground service. Deadlines may be extended one week if shipped 2nd Day Air (additional charges will apply). The type of element, quantity & size of the program will determine the final material deadlines. Also, the material deadlines EXCLUDE Popcorn Bag programs. The lead-time for Popcorn Bag programs is 12-14 weeks.