



SPECIFICATIONS FOR BUILDING A CINEMA AD

Your photos, artwork, and text should be as large and high resolution as possible, this will ensure your ad will be crisp and sharp when it's 30 feet wide and 15 feet tall.

Ad specifications:

--> All documents must be 2048 pixels by 858 pixels (6.8 inches by 2.9 inches at 300dpi)

--> All graphics and images need to be free of compression artifacts

--> Large Fonts (> 18 pt.)

Still ads: jpeg (maximum quality) or tif file

Video & animation: MPEG4/H.264 at maximum quality; 30 frames per second

Audio: 48kHz, 24bit, and peaking at -10db

PLEASE NOTE: Your ads will be shown through a Digital Cinema Projector, the very same projector that plays the movies! This means that your ad will be blown up as big as the movies, and your ad's audio will be played through the same surround sound system as the movies. It is VITAL that your ad is as high quality and high definition as you can make it, so it will be as crisp and sharp when its 30 feet wide by 15 feet tall.

We strive to provide the highest quality programs, so we maintain the right to reject ads that may not currently meet our standards. If we see anything that needs to be addressed, we will inform you and provide solutions.