



HOW TO SUBMIT YOUR AD

www.WeTransfer.com is a free service to send files from point A to point B. It is simple, secure, and free. Please submit all content via www.WeTransfer.com to cinemedia@ilfmedia.com.

--> ALL ADS MUST BE SUBMITTED NO LATER THAN THE DATE SPECIFIED ON THE ATTACHED DEADLINE SCHEDULE PRIOR TO THE MONTH WHEN YOUR AD WILL START.

--> Go to www.WeTransfer.com

1. Click 'Skip' on the lower right. Skips the WeTransfer Plus explanation.
2. Click 'I agree'. Verifies Terms of Service and Privacy Policy.
3. Add your file and send it to cinemedia@ilfmedia.com. If you have any notes or specification, please enter them in the 'Message' area before transferring.

SPECIFICATIONS FOR BUILDING A CINEMA AD

Your ads will be played by the very same Digital Cinema Projector that plays the movies! This means 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 crisp and sharp when its 30 feet wide by 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:

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.



UP FRONT & LOCAL: AD DEADLINE SCHEDULE

MONTH YOUR AD IS ONSCREEN	DATE YOUR AD IS REQUIRED AT ILF MEDIA	DATE YOUR AD GOES ONSCREEN
OCTOBER 2017	9/18/17	9/28/17
NOVEMBER 2017	10/16/17	11/2/17
DECEMBER 2017	11/20/17	11/30/17
JANUARY 2018	12/14/17	12/28/17
FEBRUARY 2018	1/22/18	2/1/18
MARCH 2018	2/19/18	3/1/18
APRIL 2018	3/19/18	3/29/18
MAY 2018	4/23/18	5/3/18
JUNE 2018	5/21/18	5/31/18
JULY 2018	6/18/18	6/28/18
AUGUST 2018	7/23/18	8/2/18
SEPTEMBER 2018	8/20/18	8/30/18
OCTOBER 2018	9/17/18	9/27/18
NOVEMBER 2018	10/22/18	11/1/18
DECEMBER 2018	11/19/18	11/29/18