



CINEMA ADVERTISING TECHNICAL SPECS 2018

All on-screen advertising material is converted to fit the playback system and the quality of the material is ensured within the process.

Finnkino offers post production without additional cost for one on-screen or preshow material per campaign. Cost for additional material is 300 euros per additional material.

On-screen advertising:

Playout system will present the material in 1920 X 1080 pixels (Full HD), progressive, 24 fps. **Having the source material in the same resolution ensures highest quality.**

Notes:

- Using video and audio material as described below ensures the highest possible quality on-screen
- Add 11 black frames to the start and 13 at the end, both to the video and audio. First picture shall be on frame nr 12. For example: If booked on screen time is 30s. Delivered spot should be 31s including black frames. Audio shall have the same length as the picture.
- Do not enlarge the video if source material is lower than Full HD
- Other formats of video and audio are also accepted, but need additional procedures in order to be fit for screen

Video material:

- 2K flat 1998 x 1080
- Full HD 1920 x 1080 Progressive
- HD Ready 1280 x 720 Progressive

Recommended order of formats (Use the best available to ensure highest quality):

- Quicktime Prores 4444
- TIFF sequence (Uncompressed images)
- Quicktime Animation (24 keyframes per second)
- *Non-compressed AVI*

Audio material:

Audio is always played back in 5.1 channels. Preshow is silent.

Master level of sound will always be adjusted to match the rest of the commercials. Please deliver the audio material separately from the video material.

Sound format:

- *48kHz, 24 / 16bit wave or Aiff*
- *5.1 Surround, one mono file per channel*
- Stereo



File Naming convention:

Advertiser_Title_NNs.mov

Where Advertiser is the advertiser, title is the title of the film and NN is the length of the spot in seconds.

Example:

Picture: Advertiser_Filmtitle_15s.mov

Stereo Audio: Advertiser_Filmtitle_15s.wav

5.1 Audio: Advertiser_Filmtitle_15s.L.wav
Advertiser_Filmtitle_15s.R.wav
Advertiser_Filmtitle_15s.C.wav
Advertiser_Filmtitle_15s.LFE.wav
Advertiser_Filmtitle_15s.Ls.wav
Advertiser_Filmtitle_15s.Rs.wav

Zip/Rar file: Advertiser_Filmtitle_15s.zip or 140012_Filmtitle_15s.rar

Lobby Channel (Silent):

Landscape format:	Portrait format:
<p>Videomaterial:</p> <ul style="list-style-type: none">• QuickTime Movie H.264¹ (Framerate 24 / 25 fps) AAC -30dBFS• Resolution: 1920 x 1080px• VBR 10 Mbps <p>Picture files:</p> <ul style="list-style-type: none">• JPEG² or PNG 24-bit (8 bit/channel)• Resolution: 1920 x 1080px 72dpi	<p>Videomaterial:</p> <ul style="list-style-type: none">• QuickTime Movie H.264¹ (Framerate 24 / 25 fps)• Resolution: 1080 x 1920px• VBR 10 Mbps <p>Picture files:</p> <ul style="list-style-type: none">• JPEG² or PNG 24-bit (8 bit/channel)• Resolution: 1080 x 1920px 72dpi

¹ Recommended packing software for video material: QuickTime Pro

² JPEG- files: To ensure the quality of the picture, use as mild compression as possible.

Packing and sending:

Material should be packed as RAR or ZIP (preferably video and sound in the same packed folder) and uploaded to Finnkino Media's FTP. Please also send a preview version of the spot to mediamynti@finnkino.fi.

Deadline for material delivery is specified on page 3. Please make sure the upload is finished before 8 am.

<http://ftp.sfmedia.se>

Username: Finnkino

Password: Oniknif2013

(Only uploading is possible to protect the material.)

If the material is not delivered before deadline specified on page 3, an express handling fee of EUR 300 will be applied.

CONTACT DETAILS FINNKINO MEDIA:

Elsa Suutarinen

Campaign Coordinator

+358 40 0683981

elsa.suutarinen@finnkino.fi

CONTACT DETAILS TECHNICAL SUPPORT:

studio@sfmedia.se

+46 8 6803681 or +46 8 6803773

FINNKINO MEDIA 2018
(Updated 16.1.2018)

WEEK	CAMPAIGN STARTING DATE:			MATERIAL DELIVERY BEFORE 2pm
5	26 January	-	01 February	19 January
6	02 February	-	08 February	26 January
7	09 February	-	15 February	02 February
8	16 February	-	22 February	09 February
9	23 February	-	01 March	16 February
10	02 March	-	08 March	23 February
11	09 March	-	15 March	02 March
12	16 March	-	22 March	09 March
13	23 March	-	29 March	16 March
14	30 March	-	05 April	23 March
15	06 April	-	12 April	30 March
16	13 April	-	19 April	06 April
17	20 April	-	26 April	13 April
18	27 April	-	03 May	20 April
19	04 May	-	10 May	27 April
20	11 May	-	17 May	04 May
21	18 May	-	24 May	11 May
22	25 May	-	31 May	18 May
23	01 June	-	07 June	25 May
24	08 June	-	14 June	1 June
25	15 June	-	21 June	8 June
26	22 June	-	28 June	15 June
27	29 June	-	05 July	22 June
28	06 July	-	12 July	29 June
29	13 July	-	19 July	06 July
30	20 July	-	26 July	13 July
31	27 July	-	02 August	20 July
32	03 August	-	09 August	27 July
33	10 August	-	16 August	03 August
34	17 August	-	23 August	10 August
35	24 August	-	30 August	17 August
36	31 August	-	06 September	24 August
37	07 September	-	13 September	31 August
38	14 September	-	20 September	07 September
39	21 September	-	27 September	14 September
40	28 September	-	04 October	21 September
41	05 October	-	11 October	28 September
42	12 October	-	18 October	05 October
43	19 October	-	25 October	12 October
44	26 October	-	01 November	19 October
45	02 November	-	08 November	26 October
46	09 November	-	15 November	02 November
47	16 November	-	22 November	09 November
48	23 November	-	29 November	16 November
49	30 November	-	06 December	23 November
50	07 December	-	13 December	30 November
51	14 December	-	20 December	07 December
52	21 December	-	27 December	07 December
53	28 December	-	3 January 2019	14 December

*** Exceptional delivery dates

