



CINEMA ADVERTISING TECHNICAL SPECS 2017

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

CONTACT DETAILS TECHNICAL SUPPORT:

studio@sfmedia.se

+46 8 6803681 or +46 8 6803773

FINNKINO MEDIA 2017
(Updated 20.4.2017)

elsa.suutarinen@finnkino.fi

WEEK	CAMPAIGN STARTING DATE:			MATERIAL DELIVERY BEFORE 2pm
5	27 January	-	02 February	23 January
6	03 February	-	09 February	30 January
7	10 February	-	16 February	06 February
8	17 February	-	23 February	13 February
9	24 February	-	02 March	20 February
10	03 March	-	09 March	27 February
11	10 March	-	16 March	06 March
12	17 March	-	23 March	13 March
13	24 March	-	30 March	20 March
14	31 March	-	6 April	27 March
15	7 April	-	13 April	3 April
16	14 April	-	20 April	10 April
17	21 April	-	27 April	13 April
18	28 April	-	4 May	21 April
19	5 May	-	11 May	28 April
20	12 May	-	18 May	5 May
21	19 May	-	25 May	12 May
22	26 May	.	1 June	19 May
23	2 June	-	8 June	26 May
24	9 June	-	15 June	2 June
25	16 June	-	22 June	9 June
26	23 June	-	29 June	16 June
27	30 June	-	6 July	22 June
28	7 July	-	13 July	30 June
29	14 July	-	20 July	7 July
30	21 July	-	27 July	14 July
31	28 July	-	3 August	21 July
32	4 August	-	10 August	28 July
33	11 August	-	17 August	4 August
34	18 August	-	24 August	11 August
35	25 August	-	31 August	18 August
36	1 September	-	7 September	25 August
37	8 September	-	14 September	1 September
38	15 September	-	21 September	8 September
39	22 September	-	28 September	15 September
40	29 September	-	5 October	22 September
41	6 October	-	12 October	29 September
42	13 October	-	19 October	6 October
43	20 October	-	26 October	13 October
45	27 October	-	2 November	20 October
46	3 November	-	9 November	27 October
47	10 November	-	16 November	3 November
48	17 November	-	23 November	10 November
49	24 November	-	30 November	17 November
50	1 December	-	7 December	24 November
51	8 December	-	14 December	1 December
52	15 December	-	21 December	8 December
53	22 December	-	28 December	15 December
1	29 December	-	4 January 2018	21 December

*** Exceptional delivery dates

