



# CINEMA ADVERTISING TECHNICAL SPECS 2019

All on-screen advertising material is converted to fit the playback system and the quality of the material is ensured within the process. Videomaterial is converted to DCP in our studio, and we do not accept deliveries of finished DCP's.

Finnkino offers post production without additional cost for one on-screen 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. Material can be delivered in 24fps or 25fps, as long as both audio and video are the same fps (frames per second).

## Notes:

- Using video and audio material as described below ensures the highest possible quality on-screen
- We do not require extra black frames in the delivered material.
- Please do not upscale 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
- Audio is always played in 5.1 channels. Master level of sound is always adjusted to match the rest of the commercials

## 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:

Please deliver the audio material separately from the video material and make sure the audio and video are the same fps (frames per second). See additional details to name the material on next page.

## 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



### Digital Lobby material:

Please deliver the lobby material as separate file to our upload site. Lobby material may include sound, but in most screens it will be played silent. Digital lobby material deadline is two days before beginning of campaign. Material can be changed during the campaign within the working day.

Landscape format:	Portrait format:
<p>Videomaterial:</p> <ul style="list-style-type: none"><li>• QuickTime Movie H.264<sup>1</sup> (Framerate 24 / 25 fps ) AAC - 30dBFS</li><li>• Resolution: 1920 x 1080px</li><li>• VBR 10 Mbps</li></ul> <p>Picture files:</p> <ul style="list-style-type: none"><li>• JPEG<sup>2</sup> or PNG 24-bit (8 bit/channel)</li><li>• Resolution: 1920 x 1080px 72dpi</li></ul>	<p>Videomaterial:</p> <ul style="list-style-type: none"><li>• QuickTime Movie H.264<sup>1</sup> (Framerate 24 / 25 fps)</li><li>• Resolution: 1080 x 1920px</li><li>• VBR 10 Mbps</li></ul> <p>Picture files:</p> <ul style="list-style-type: none"><li>• JPEG<sup>2</sup> or PNG 24-bit (8 bit/channel)</li><li>• Resolution: 1080 x 1920px 72dpi</li></ul>

<sup>1</sup> Recommended packing software for video material: QuickTime Pro

<sup>2</sup> 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](mailto:mediamynti@finnkino.fi).

Deadline for on-screen material delivery is specified on page 3.

**DELIVER ALL MATERIAL HERE: <http://upload.sfmedia.se/>**

Please leave your name and email to receive confirmation of the delivery. To "enter file description", please write the campaign name and in order to identify the material, please also leave advertiser name and film name to the form. Film code is not required, but please type any number to proceed.

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

#### CONTACT DETAILS FINNKINO MEDIA:

Robert Naukkarinen  
Campaign Coordinator  
+358 40 195 8969  
[robert.naukkarinen@finnkino.fi](mailto:robert.naukkarinen@finnkino.fi)  
[tai.mediamynti@finnkino.fi](mailto:tai.mediamynti@finnkino.fi)

#### CONTACT DETAILS TECHNICAL SUPPORT:

[studio@sfmedia.se](mailto:studio@sfmedia.se)  
+46 8 6803681 or +46 8 6803773

FINNKINO MEDIA 2019

(Updated 9.1.2019)

WEEK	CAMPAIGN STARTING DATE:		MATERIAL DELIVERY ON FRI BEFORE 2pm	
4	25 January	-	31 January	18 January
5	01 February	-	07 February	25 January
6	8 February	-	14 February	01 February
7	15 February	-	21 February	08 February
8	22 February	-	28 February	15 February
9	1 March	-	7 March	22 February
10	8 March	-	14 March	01 March
11	15 March	-	21 March	08 March
12	22 March	-	28 March	15 March
13	29 March	-	4 April	22 March
14	5 April	-	11 April	29 March
15	12 April	-	18 April	05 April
16	19 April	-	25 April	12 April
17	26 April	-	27 May	19 April
18	3 May	-	9 May	26 April
19	10 May	-	16 May	3 May
20	17 May	-	23 May	10 May
21	24 May	.	30 May	17 May
22	31 May	-	6 June	24 May
23	7 June	-	13 June	31 May
24	14 June	-	20 June	7 June
25	21 June	-	27 June	14 June
26	28 June	-	4 July	21 June
27	5 July	-	11 July	28 June
28	12 July	-	18 July	5 July
29	19 July	-	25 July	12 July
30	26 July	-	1 August	19 July
31	2 August	-	8 August	26 July
32	9 August	-	15 August	2 August
33	16 August	-	22 August	9 August
34	23 August	-	29 August	16 August
35	30 August	-	5 September	23 August
36	6 September	-	12 September	30 August
37	13 September	-	19 September	6 September
38	20 September	-	26 September	13 September
39	27 September	-	3 October	20 September
40	4 October	-	10 October	27 September
41	11 October	-	17 October	4 October
42	18 October	-	24 October	11 October
43	25 October	-	31 October	18 October
44	1 November	-	7 November	25 October
45	8 November	-	14 November	1 November
46	15 November	-	21 November	8 November
47	22 November	-	28 November	15 November
48	29 November	-	5 December	22 November
49	6 December	-	12 December	29 November
50	13 December	-	19 December	5 December*
51	20 December	-	26 December	13 December*
52	27 December	-	2 January 2019	17 December*

\* Exceptional delivery dates

