

# CINEMA ADVERTISING TECHNICAL SPECS 2023

All on-screen advertising material are converted to fit the playback system and the quality of the material is ensured within the process. Videomaterial is converted from source material to DCP (Digital Cinema Package) 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.

We love to see brands in best possible format, so bear with us and please have a look at the instructions below.

## ON-SCREEN ADVERTISING:

Playback 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). If you have special needs, like 3D, or want to play in a special aspect ratio, please be in touch and we advise.

### 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
- We play finished films in 5.1 channel audio.
- It's totally fine to deliver the material in stereo and we take care of the magic and make the 5.1 mix.

### 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). If audio file is not available separately, don't worry about it, it happens all the time.

### 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 one working day, please let us know how you want us to play the ads.

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 or Mp4 videofile</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) or Mp4 videofile</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, we can also use mp4 videofiles

<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 Finnkin 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/](http://upload.sfmmedia.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. In late deliveries, please be in touch in advance.

### CONTACT DETAILS FINNKINO MEDIA:

Arthur Wallin  
Campaign Coordinator  
+358 41 731 7868  
[arthur.wallin@finnkino.fi](mailto:arthur.wallin@finnkino.fi)  
or [mediamynti@finnkino.fi](mailto:mediamynti@finnkino.fi)

### CONTACT DETAILS ON-SCREEN TECHNICAL SUPPORT:

[studio@filmstaden.se](mailto:studio@filmstaden.se)  
+46 8 6803681 or +46 8 6803773  
(Service in Swedish and English)

## FINNKINO MEDIA 2023

(Updated 01/2023)

CAMPAIGN PLAY WEEK		MATERIAL DELIVERY ON FRI BEFORE 2pm	
Friday, December 30, 2022	-	Thursday, January 5, 2023	December 23, 2022
Friday, January 6, 2023	-	Thursday, January 12, 2023	December 30, 2022
Friday, January 13, 2023	-	Thursday, January 19, 2023	January 6, 2023
Friday, January 20, 2023	-	Thursday, January 26, 2023	January 13, 2023
Friday, January 27, 2023	-	Thursday, February 2, 2023	January 20, 2023
Friday, February 3, 2023	-	Thursday, February 9, 2023	January 27, 2023
Friday, February 10, 2023	-	Thursday, February 16, 2023	February 3, 2023
Friday, February 17, 2023	-	Thursday, February 23, 2023	February 10, 2023
Friday, February 24, 2023	-	Thursday, March 2, 2023	February 17, 2023
Friday, March 3, 2023	-	Thursday, March 9, 2023	February 24, 2023
Friday, March 10, 2023	-	Thursday, March 16, 2023	March 3, 2023
Friday, March 17, 2023	-	Thursday, March 23, 2023	March 10, 2023
Friday, March 24, 2023	-	Thursday, March 30, 2023	March 17, 2023
Friday, March 31, 2023	-	Thursday, April 6, 2023	March 24, 2023
Friday, April 7, 2023	-	Thursday, April 13, 2023	March 31, 2023
Friday, April 14, 2023	-	Thursday, April 20, 2023	April 7, 2023
Friday, April 21, 2023	-	Thursday, April 27, 2023	April 14, 2023
Friday, April 28, 2023	-	Thursday, May 4, 2023	April 21, 2023
Friday, May 5, 2023	-	Thursday, May 11, 2023	April 28, 2023
Friday, May 12, 2023	-	Thursday, May 18, 2023	May 5, 2023
Friday, May 19, 2023	-	Thursday, May 25, 2023	May 12, 2023
Friday, May 26, 2023	-	Thursday, June 1, 2023	May 19, 2023
Friday, June 2, 2023	-	Thursday, June 8, 2023	May 26, 2023
Friday, June 9, 2023	-	Thursday, June 15, 2023	June 2, 2023
Friday, June 16, 2023	-	Thursday, June 22, 2023	June 9, 2023
Friday, June 23, 2023	-	Thursday, June 29, 2023	June 16, 2023
Friday, June 30, 2023	-	Thursday, July 6, 2023	June 23, 2023
Friday, July 7, 2023	-	Thursday, July 13, 2023	June 30, 2023
Friday, July 14, 2023	-	Thursday, July 20, 2023	July 7, 2023
Friday, July 21, 2023	-	Thursday, July 27, 2023	July 14, 2023
Friday, July 28, 2023	-	Thursday, August 3, 2023	July 21, 2023
Friday, August 4, 2023	-	Thursday, August 10, 2023	July 28, 2023
Friday, August 11, 2023	-	Thursday, August 17, 2023	August 4, 2023
Friday, August 18, 2023	-	Thursday, August 24, 2023	August 11, 2023
Friday, August 25, 2023	-	Thursday, August 31, 2023	August 18, 2023
Friday, September 1, 2023	-	Thursday, September 7, 2023	August 25, 2023
Friday, September 8, 2023	-	Thursday, September 14, 2023	September 1, 2023
Friday, September 15, 2023	-	Thursday, September 21, 2023	September 8, 2023
Friday, September 22, 2023	-	Thursday, September 28, 2023	September 15, 2023
Friday, September 29, 2023	-	Thursday, October 5, 2023	September 22, 2023
Friday, October 6, 2023	-	Thursday, October 12, 2023	September 29, 2023
Friday, October 13, 2023	-	Thursday, October 19, 2023	October 6, 2023
Friday, October 20, 2023	-	Thursday, October 26, 2023	October 13, 2023
Friday, October 27, 2023	-	Thursday, November 2, 2023	October 20, 2023
Friday, November 3, 2023	-	Thursday, November 9, 2023	October 27, 2023
Friday, November 10, 2023	-	Thursday, November 16, 2023	November 3, 2023
Friday, November 17, 2023	-	Thursday, November 23, 2023	November 10, 2023
Friday, November 24, 2023	-	Thursday, November 30, 2023	November 17, 2023
Friday, December 1, 2023	-	Thursday, December 7, 2023	November 24, 2023
Friday, December 8, 2023	-	Thursday, December 14, 2023	December 1, 2023
Friday, December 15, 2023	-	Thursday, December 21, 2023	December 8, 2023
Friday, December 22, 2023	-	Thursday, December 28, 2023	December 15, 2023
Friday, December 29, 2023	-	Thursday, January 4, 2024	December 22, 2023