

CINEMA ADVERTISING TECHNICAL SPECS 2021

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">• QuickTime Movie H.264¹ (Framerate 24 / 25 fps) AAC -30dBFS or Mp4 videofile• 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) or Mp4 videofile• 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, we can also use mp4 videofiles

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 Finnkin Media's FTP. Please also send a preview version of the spot to 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:

Robert Naukkarinen
System Specialist
+358 40 195 8969
robert.naukkarinen@finnkino.fi
or mediamynti@finnkino.fi

CONTACT DETAILS ON-SCREEN TECHNICAL SUPPORT:

studio@sfmedia.se
+46 8 6803681 or +46 8 6803773
(Service in Swedish and English)

FINNKINO MEDIA 2021-2022

(Updated 05/2021)

CAMPAIGN PLAY WEEK		MATERIAL DELIVERY ON FRI BEFORE 2pm	
Friday, January 1, 2021	-	Thursday, January 7, 2021	December 25, 2021
Friday, January 8, 2021	-	Thursday, January 14, 2021	January 1, 2021
Friday, January 15, 2021	-	Thursday, January 21, 2021	January 8, 2021
Friday, January 22, 2021	-	Thursday, January 28, 2021	January 15, 2021
Friday, January 29, 2021	-	Thursday, February 4, 2021	January 22, 2021
Friday, February 5, 2021	-	Thursday, February 11, 2021	January 29, 2021
Friday, February 12, 2021	-	Thursday, February 18, 2021	February 5, 2021
Friday, February 19, 2021	-	Thursday, February 25, 2021	February 12, 2021
Friday, February 26, 2021	-	Thursday, March 4, 2021	February 19, 2021
Friday, March 5, 2021	-	Thursday, March 11, 2021	February 26, 2021
Friday, March 12, 2021	-	Thursday, March 18, 2021	March 5, 2021
Friday, March 19, 2021	-	Thursday, March 25, 2021	March 12, 2021
Friday, March 26, 2021	-	Thursday, April 1, 2021	March 19, 2021
Friday, April 2, 2021	-	Thursday, April 8, 2021	March 26, 2021
Friday, April 9, 2021	-	Thursday, April 15, 2021	April 2, 2021
Friday, April 16, 2021	-	Thursday, April 22, 2021	April 9, 2021
Friday, April 23, 2021	-	Thursday, April 29, 2021	April 16, 2021
Friday, April 30, 2021	-	Thursday, May 6, 2021	April 23, 2021
Friday, May 7, 2021	-	Thursday, May 13, 2021	April 30, 2021
Friday, May 14, 2021	-	Thursday, May 20, 2021	May 7, 2021
Friday, May 21, 2021	-	Thursday, May 27, 2021	May 14, 2021
Friday, May 28, 2021	-	Thursday, June 3, 2021	May 21, 2021
Friday, June 4, 2021	-	Thursday, June 10, 2021	May 28, 2021
Friday, June 11, 2021	-	Thursday, June 17, 2021	June 4, 2021
Friday, June 18, 2021	-	Thursday, June 24, 2021	June 11, 2021
Friday, June 25, 2021	-	Thursday, July 1, 2021	June 18, 2021
Friday, July 2, 2021	-	Thursday, July 8, 2021	June 25, 2021
Friday, July 9, 2021	-	Thursday, July 15, 2021	July 2, 2021
Friday, July 16, 2021	-	Thursday, July 22, 2021	July 9, 2021
Friday, July 23, 2021	-	Thursday, July 29, 2021	July 16, 2021
Friday, July 30, 2021	-	Thursday, August 5, 2021	July 23, 2021
Friday, August 6, 2021	-	Thursday, August 12, 2021	July 30, 2021
Friday, August 13, 2021	-	Thursday, August 19, 2021	August 6, 2021
Friday, August 20, 2021	-	Thursday, August 26, 2021	August 13, 2021
Friday, August 27, 2021	-	Thursday, September 2, 2021	August 20, 2021
Friday, September 3, 2021	-	Thursday, September 9, 2021	August 27, 2021
Friday, September 10, 2021	-	Thursday, September 16, 2021	September 3, 2021
Friday, September 17, 2021	-	Thursday, September 23, 2021	September 10, 2021
Friday, September 24, 2021	-	Thursday, September 30, 2021	September 17, 2021
Friday, October 1, 2021	-	Thursday, October 7, 2021	September 24, 2021
Friday, October 8, 2021	-	Thursday, October 14, 2021	October 1, 2021
Friday, October 15, 2021	-	Thursday, October 21, 2021	October 8, 2021
Friday, October 22, 2021	-	Thursday, October 28, 2021	October 15, 2021
Friday, October 29, 2021	-	Thursday, November 4, 2021	October 22, 2021
Friday, November 5, 2021	-	Thursday, November 11, 2021	October 29, 2021
Friday, November 12, 2021	-	Thursday, November 18, 2021	November 5, 2021
Friday, November 19, 2021	-	Thursday, November 25, 2021	November 12, 2021
Friday, November 26, 2021	-	Thursday, December 2, 2021	November 19, 2021
Friday, December 3, 2021	-	Thursday, December 9, 2021	November 26, 2021
Friday, December 10, 2021	-	Thursday, December 16, 2021	December 3, 2021
Friday, December 17, 2021	-	Thursday, December 23, 2021	December 10, 2021
Friday, December 24, 2021	-	Thursday, December 30, 2021	December 17, 2021
Friday, December 31, 2021	-	Thursday, January 6, 2022	December 24, 2021