

CINEMA ADVERTISING TECHNICAL SPECS 2022

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
Sales Operations Manager
+358 40 195 8969
robert.naukkarinen@finnkino.fi
or mediamynti@finnkino.fi

CONTACT DETAILS ON-SCREEN TECHNICAL SUPPORT:

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

FINNKINO MEDIA 2022-2023

(Updated 12/2021)

CAMPAIGN PLAY WEEK		MATERIAL DELIVERY ON FRI BEFORE 2pm	
Friday, December 31, 2021	-	Thursday, January 6, 2022	December 23, 2021
Friday, January 7, 2022	-	Thursday, January 13, 2022	December 31, 2021
Friday, January 14, 2022	-	Thursday, January 20, 2022	January 7, 2022
Friday, January 21, 2022	-	Thursday, January 27, 2022	January 14, 2022
Friday, January 28, 2022	-	Thursday, February 3, 2022	January 21, 2022
Friday, February 4, 2022	-	Thursday, February 10, 2022	January 28, 2022
Friday, February 11, 2022	-	Thursday, February 17, 2022	February 4, 2022
Friday, February 18, 2022	-	Thursday, February 24, 2022	February 11, 2022
Friday, February 25, 2022	-	Thursday, March 3, 2022	February 18, 2022
Friday, March 4, 2022	-	Thursday, March 10, 2022	February 25, 2022
Friday, March 11, 2022	-	Thursday, March 17, 2022	March 4, 2022
Friday, March 18, 2022	-	Thursday, March 24, 2022	March 11, 2022
Friday, March 25, 2022	-	Thursday, March 31, 2022	March 18, 2022
Friday, April 1, 2022	-	Thursday, April 7, 2022	March 25, 2022
Friday, April 8, 2022	-	Thursday, April 14, 2022	April 1, 2022
Friday, April 15, 2022	-	Thursday, April 21, 2022	April 8, 2022
Friday, April 22, 2022	-	Thursday, April 28, 2022	April 15, 2022
Friday, April 29, 2022	-	Thursday, May 5, 2022	April 22, 2022
Friday, May 6, 2022	-	Thursday, May 12, 2022	April 29, 2022
Friday, May 13, 2022	-	Thursday, May 19, 2022	May 6, 2022
Friday, May 20, 2022	-	Thursday, May 26, 2022	May 13, 2022
Friday, May 27, 2022	-	Thursday, June 2, 2022	May 20, 2022
Friday, June 3, 2022	-	Thursday, June 9, 2022	May 27, 2022
Friday, June 10, 2022	-	Thursday, June 16, 2022	June 3, 2022
Friday, June 17, 2022	-	Thursday, June 23, 2022	June 10, 2022
Friday, June 24, 2022	-	Thursday, June 30, 2022	June 17, 2022
Friday, July 1, 2022	-	Thursday, July 7, 2022	June 24, 2022
Friday, July 8, 2022	-	Thursday, July 14, 2022	July 1, 2022
Friday, July 15, 2022	-	Thursday, July 21, 2022	July 8, 2022
Friday, July 22, 2022	-	Thursday, July 28, 2022	July 15, 2022
Friday, July 29, 2022	-	Thursday, August 4, 2022	July 22, 2022
Friday, August 5, 2022	-	Thursday, August 11, 2022	July 29, 2022
Friday, August 12, 2022	-	Thursday, August 18, 2022	August 5, 2022
Friday, August 19, 2022	-	Thursday, August 25, 2022	August 12, 2022
Friday, August 26, 2022	-	Thursday, September 1, 2022	August 19, 2022
Friday, September 2, 2022	-	Thursday, September 8, 2022	August 26, 2022
Friday, September 9, 2022	-	Thursday, September 15, 2022	September 2, 2022
Friday, September 16, 2022	-	Thursday, September 22, 2022	September 9, 2022
Friday, September 23, 2022	-	Thursday, September 29, 2022	September 16, 2022
Friday, September 30, 2022	-	Thursday, October 6, 2022	September 23, 2022
Friday, October 7, 2022	-	Thursday, October 13, 2022	September 30, 2022
Friday, October 14, 2022	-	Thursday, October 20, 2022	October 7, 2022
Friday, October 21, 2022	-	Thursday, October 27, 2022	October 14, 2022
Friday, October 28, 2022	-	Thursday, November 3, 2022	October 21, 2022
Friday, November 4, 2022	-	Thursday, November 10, 2022	October 28, 2022
Friday, November 11, 2022	-	Thursday, November 17, 2022	November 4, 2022
Friday, November 18, 2022	-	Thursday, November 24, 2022	November 11, 2022
Friday, November 25, 2022	-	Thursday, December 1, 2022	November 18, 2022
Friday, December 2, 2022	-	Thursday, December 8, 2022	November 25, 2022
Friday, December 9, 2022	-	Thursday, December 15, 2022	December 2, 2022
Friday, December 16, 2022	-	Thursday, December 22, 2022	December 9, 2022
Friday, December 23, 2022	-	Thursday, December 29, 2022	December 16, 2022
Friday, December 30, 2022	-	Thursday, January 5, 2023	December 23, 2022