



## Production Specifications and Guidelines

This guide is provided to help you through the production process of your digital cinema ad. It will explain how to provide either a finished creative, using a production company of your choice, or how to supply the component parts to Design Innovation so that we can create your digital ad for you.

### **TABLE OF CONTENTS**

Creative Overview

Aspect Ratio, Title Safe and Image Safe Margins

Externally Produced Ad Specifications

- Digital Files
- Audio Files
- Voice-overs
- Static Slide Designs
- Animated Designs
- Submitting Your Final File

Guidelines for Best Audio/Video Results

Common Creative Content Rejection Issues

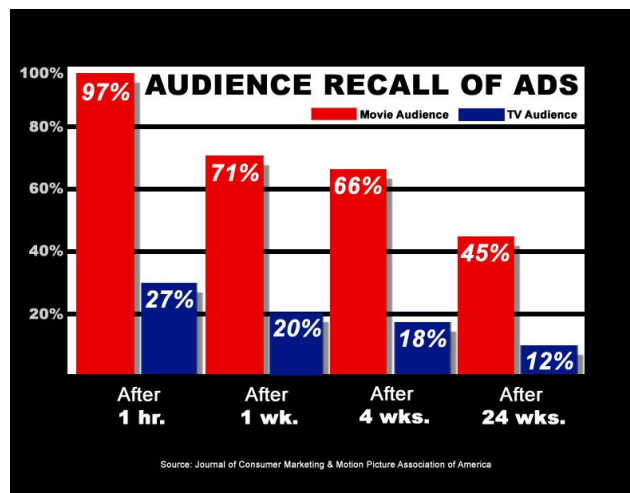
Creative Deadlines

Ad Flight Schedule



## Creative Overview

The visual and audio elements of cinema offer you the ability to tell stories, entertain, engage, and educate your audience in ways that no other advertising medium can. Cinema audiences are captive, relaxed, and ready to be entertained. Digital cinema advertising (on-screen advertising) has the highest rate of audience retention of any form of advertising media. Please visit our web-site [www.designinnovation.biz](http://www.designinnovation.biz) for further information and research on the effectiveness of digital cinema advertising.



When designing your ad keep in mind the following:

**Relevance** – give the audience something consistent with their cinema expectation of quality storytelling, cinematic style, tone and pacing, and audio that adds impact to the visual message.

**Entertainment Value** – deliver something to the audience that informs and entertains as opposed to over promotes or sells.

**Enhance Movie-Going** – your ad campaign should increase the entertainment dosage for the audience as well as increasing top-of-mind awareness.

**Timing** – all digital ads must adhere to 15, 30, or 60-seconds in length.



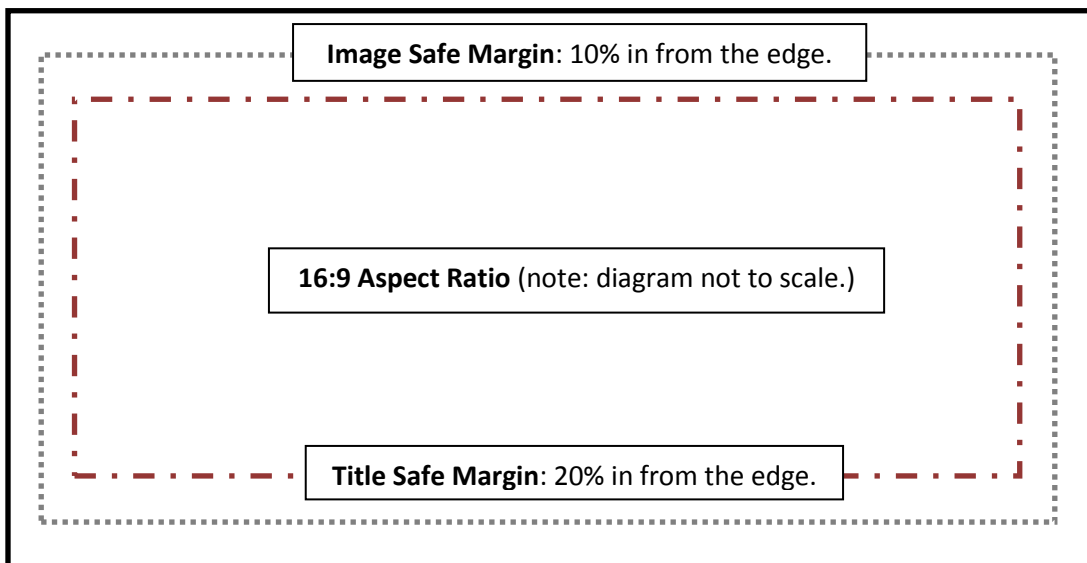
## Aspect Ratio, Title Safe and Image Safe Margins

All media must conform to the 16:9 (1.77:1) aspect ratio in order to provide seamless, cinematic entertainment experience to the audience, and to maintain the cinema environment. *(See diagram below)*

Do not place chyron, copy, or essential elements outside of the **TITLE SAFE MARGIN**. Elements that fall outside of the **TITLE SAFE MARGIN** may be cropped out by the projectors over-scan, or over-projection.

Image information should extend to the full extent of the image area. If letterboxing the 16:9 image in a 4:3 frame, do not extend graphic elements over the upper and lower black bars (“cinema bars”).

Photoshop templates are available on our web-site [www.designinnovation.biz](http://www.designinnovation.biz) for download to help in your project.





## Externally Produced Ad Specifications

### DIGITAL FILE SPECIFICATIONS

Design Innovation only accepts digital files. If your ad has been produced on video tape it will need to be converted. All digital files must adhere to the following requirements.

Digital File	Format & Frame Rate	Audio	Compression/Codec
HD .mov	1920 X 1080 @ 29.97fps	PCM L/R stereo 48khz 24bit	HQ/ No compression
HD .avi	1920 X 1080 @ 29.97fps	PCM L/R stereo 48khz 24bit	HQ/ No compression

*\*Although 1080i is our preferred format, we will accept larger formats and higher frame rates as long as they follow a 16:9 ratio. Please consider the above table as the “minimum” quality level accepted.*

### SUBMITTING YOUR FILE

At this time we can only take file submissions which have been burned to disc. Please do the following when burning to disc:

- 1) Do not create a “DVD” which could be played in your home system.
- 2) Create a **DATA** only disc.
- 3) Make sure to include your (.mov or .avi) files, directory files, readme files, or any other creative component files that might have been created in the production and/or rendering process.
- 4) If your audio file rendered in a separate file make sure to include that on your **DATA** disc.

### IT IS YOUR RESPONSIBILITY

It is your responsibility to secure permission on all copyrighted material used within your digital advertisement. This includes, but is not limited to: logos, music (background or main), actor releases, image or likeness releases, trademarks, etc... Rule of thumb: if it is “borrowed” from someone, or somewhere else (including the WEB), you must have permission to use it. Design Innovation, nor the theatre(s) we represent, assumes any liability if any material submitted to us for presentation has violated copyright law(s).



## Externally Produced Ad Specifications

### AUDIO FILE SPECIFICATIONS

Although the theatres we serve incorporate **5.1** and **7.1** Dolby Surround, Design Innovation only has stereo Lt/Rt with a mono center channel available for playback. Audio should be recorded in PCM (.wav or .aif) format only. Sample Rate should be set to 48kHz along with a Sample Size of 24-bit.

- Ambient, or background music, and voice-over audio (if used) should be recorded on separate tracks.
- Background/Ambient music should play the entire length of the ad.
- The voice-over track must be at least 2-seconds shorter than the overall length of the ad.
- Any client/agency providing music or voice-over tracks must have appropriate distribution and/or licensing rights and must be able to provide documentation as proof.
- All audio tracks are subject to quality and content review.

*Example: A 15-second ad should have a voice-over track of 13-seconds max, starting no sooner than 1-second after the beginning of the ad and should end no later than 1-second before the end of the ad.*

### VOICE-OVERS

Voice-overs are an effective way of transmitting and reinforcing information being displayed in your digital advertisement. Be careful not to overwhelm your audience with too much information as they are there to be entertained. Keep it simple and to the point. Voice-overs should be recorded professionally for the BEST presentation. Voice-overs must also adhere to the audio file specifications listed above.



## Externally Produced Ad Specifications

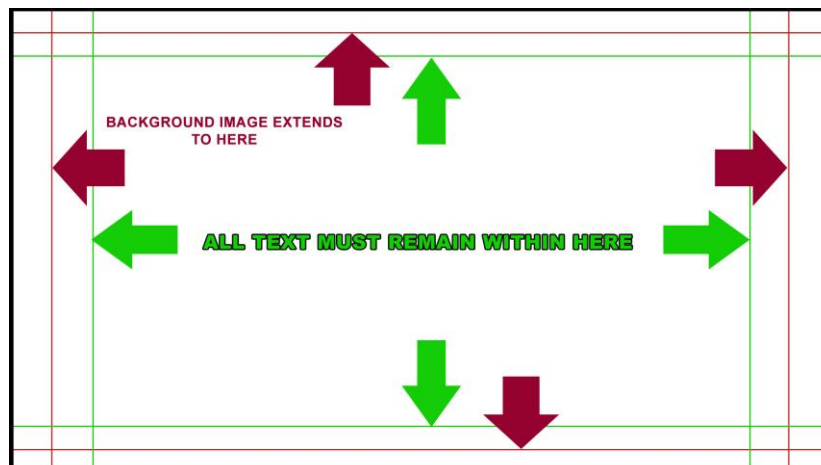
### STATIC SLIDE DESIGN SPECIFICATIONS

Static slides contain no animation(s) of any kind. Static slides can be accompanied by ambient/background music or voice-overs of your choice. If using ambient/background music or voice-over tracks you must have appropriate distribution and/or licensing rights and must be able to provide documentation as proof.

Static slides must be produced in Photoshop CS2 or higher. Microsoft: Powerpoint, WORD, Publisher; Adobe: Illustrator, Flash, InDesign, or other equivalent design software is not accepted.

Please visit [www.designinnovation.biz](http://www.designinnovation.biz) to download Photoshop template(s) to aid in your production. Please be aware that templates are theatre specific; please choose the template for the theatre in which you will be advertising. If your ad will be showing in several different theatres you will need to adjust your ad to fit each theatre's template. Each Photoshop template will come with preset **IMAGE SAFE** and **TEXT SAFE** guides. (See diagram below)

- Limit your text to 15 words or less, excluding business name.
- Use **bold** serif fonts that are easy to read. Outline text in high contrast color if necessary.
- Colors are “tricky” as reflected light (theatre screens) tends to dull as opposed to direct light (your computer monitor) which remains fairly bright. Choose bright colors or high contrast for best effect.
- When in doubt – give us a call and we would be more than happy to advise you.





## Externally Produced Ad Specifications

### ANIMATED SLIDE DESIGN SPECIFICATIONS

Animated slides are typically static slides with animated text or graphics within the slide design. They follow all of the same specifications as presented under static slides. However, animated slides will need to be converted to one of the following file formats: .mpeg 2, .mov, or .avi. Animated slides produced in Microsoft Powerpoint or other equivalent software will not be accepted unless converted to the previously mentioned file formats.

Animated slides can be accompanied by ambient/background music or voice-overs of your choice. If using ambient/background music or voice-over tracks you must have appropriate distribution and/or licensing rights and must be able to provide documentation as proof.

### SUBMITTING YOUR FINAL FILE

**Digital File:** burn all creative components and rendered digital file to DVD @ 1080i (minimum), label, and mail to Design Innovation, P.O. Box 2008 – Weaverville, CA 96093-2008

**Static Slide File:** Email Photoshop file with all layers intact, not flattened to: [info@designinnovation.biz](mailto:info@designinnovation.biz). *Note: creative components maybe requested if there is a problem.*

**Animated Slide File:** burn all creative components and rendered file to DVD or CD, label and mail to Design Innovation, P.O. Box 2008 – Weaverville, CA 96093-2008



## Guidelines for Best Audio/Visual Results

Produce in HD (High Definition) from capture to delivery – this will enhance color space, resolution, motion, and image quality while reducing artifacts.

Mix your ambient/background audio in Lt/Rt stereo separation. If also using a voice-over, center the voice-over between channels, or set for Center channel. Your main mix should not exceed +12db, nor be lower than +10db.

Use light, bright colors – be mindful of color space in capture and editing and try to build your spots so that they have a bright and brilliant presentation. There are several factors at work that degrade quality in darker footage (night scenes, dark interiors) and compression tends to collapse extreme values in luminance to fewer colors. This in affect reduces resolution and detail in those values. Try to get light into backgrounds of dark shots and use “night blue” light wherever possible.

Avoid long panning shots. Long pan shots will accentuate negative motion effects.