



# CINEMA ADVERTISING TECHNICAL SPECS 2016

All on-screen advertising material is converted to fit the playback system and the quality of the material is ensured within the process.

Finnkino offers post production without additional cost for one on-screen or preshow material per campaign. Cost for additional material is 300 euros per additional material.

## **On-screen advertising and preshow (Preshow is silent, video only):**

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.**

### **Notes:**

- Using video and audio material as described below ensures the highest possible quality on-screen
- Add 11 black frames to the start and 13 at the end, both to the video and audio. First picture shall be on frame nr 12. For example: If booked on screen time is 30s. Delivered spot should be 31s including black frames. Audio shall have the same length as the picture.
- Do not enlarge 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

### **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:**

Audio is always played back in 5.1 channels. Preshow is silent.

Master level of sound will always be adjusted to match the rest of the commercials. Please deliver the audio material separately from the video material.

### 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

## Lobby Channel (Silent):

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></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></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 material delivery is specified on page 3. Please make sure the upload is finished before 8 am.

<https://ftp.sfmedia.se>  
Username: Finnkino  
Password: Onikknif2013

(Only uploading is possible to protect the material.)

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

## CONTACT DETAILS FINNKINO MEDIA:

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## CONTACT DETAILS TECHNICAL SUPPORT:

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+46 8 6803681 or +46 8 6803773

FINNKINO MEDIA 2016  
Updated 6.4.2016

WEEK	SCREENING PERIOD			DELIVERY BEFORE 14:00
5	30 January	-	05 February	23 January
6	06 February	-	12 February	30 January
7	13 February	-	19 February	06 February
8	20 February	-	26 February	13 February
9	27 February	-	05 February	20 February
10	06 March	-	12 March	27 February
11	13 March	-	19 March	06 March
12	20 March	-	26 March	13 March
13	27 March	-	04 April	20 March
14	03 April	-	09 April	27 March
15	8 April	-	14 April	01 April
16	15 April	-	21 April	8 April
17	22 April	-	28 April	15 April
18	29 April	-	05 May	22 April
19	6 May	-	12 May	29 April
20	13 May	-	19 May	6 May
21	20 May	-	26 May	13 May
22	27 May	-	02 June	20 May
23	03 June	-	9 June	27 May
24	10 June	-	16 June	03 June
25	17 June	-	23 June	10 June
26	24 June	-	30 June	16 June
27	01 July	-	07 July	22 June
28	08 July	-	14 July	01 July
29	15 July	-	21 July	08 July
30	22 July	-	28 July	15 July
31	29 July	-	04 August	22 July
32	05 August	-	11 August	29 July
33	12 August	-	18 August	05 August
34	19 August	-	25 August	12 August
35	26 August	-	01 September	19 August
36	02 September	-	08 September	24 August
37	09 September	-	15 September	02 September
38	16 September	-	22 September	09 September
39	23 September	-	29 October	16 September
40	30 September	-	08 October	23 September
41	07 October	-	13 October	30 September
42	14 October	-	20 October	07 October
43	21 October	-	27 October	14 October
44	28 October	-	03 November	21 October
45	04 November	-	10 November	28 October
46	11 November	-	17 November	04 November
47	18 November	-	24 November	11 November
48	25 November	-	01 December	18 November
49	02 December	-	08 December	25 November
50	09 December	-	15 December	30 November***
51	16 December	-	22 December	09 December
52	23 December	-	29 December	15.12.2016***

\*\*\* Exceptional delivery time

