

PRODUCTION GUIDELINES & TECHNICAL REQUIREMENTS PAGE 1

Silver Screen Advertising
P.O. Box 4939
Jackson, WY 83001
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Business Office 307.733.6939
Business Fax 307.733.6933

DESIGN RECOMMENDATIONS

A simple and concise message is the key to an effective cinema advertising campaign. Your message should be focused on a single product or unique selling point.

AD TYPES

STILL/STATIC ADS

Still Ads have 3 basic elements: photos, text, and audio. Still Ads are best at 15-seconds.

MOTION GRAPHICS ADS

A creative flow of images, text and graphics. Motion Graphic ads have the same 3 basic elements as Still Ads and may incorporate simple motion video. Motion Graphic ads may be either 15 or 30-seconds.

MOTION VIDEO ADS

A base of motion video accented with text and stills. Motion Video ads may be either 15 or 30-seconds.

AD ELEMENTS

PHOTOS

- maximum 3 photo elements per slide
- images must be in focus with good lighting
- extreme contrast works best, subtle gradations will be lost

TEXT

- maximum 15-20 words
- **bold** fonts - *delicate* fonts will get lost
- logos must be high quality. Vector logos are recommended.

AUDIO

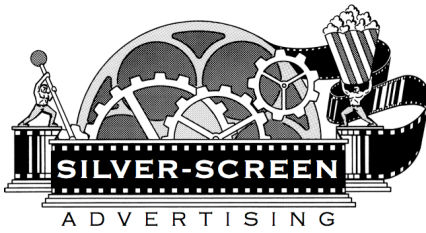
- Voice over is possible, but remember, your ad should speak for itself.
- A soundtrack can be laid over your ad.

ESTIMATED* PRODUCTION RATES

We are happy to help you with all the aspects of designing your ad, from concept to finished product.

*Rates will vary depending on production requirements.

Still/Static Ads	\$250
Motion Graphics Ads	\$450
Motion Video Ads	\$750



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REQUIREMENTS FOR AD PRODUCTION

We are happy to help you with all the aspects of designing your ad, from concept to finished product. If you have something very specific in mind, please follow these guidelines.

- Maximum resolution for image and logo files is important. Low resolution files will not be accepted. Vector based files for logos are recommended.
- Video must be high quality.
- Copyrighted material (audio, video, photos, or text) may only be used with permission.
- If we are creating your ad, all elements (photos, video, text, fonts, and audio) that you are providing must be supplied on a Mac compatible CD or DVD.
- If you are providing us with an already finished ad, see FILE TYPES below. Finished ad files must be supplied on a Mac compatible CD or DVD. Please be sure to save files with the extension at the end of the file name.

FILE TYPES

EDITED VIDEO – Quicktime (.mov) files 1280x720 or larger
Please ask about submitting a different file type. It may be subject to an insertion fee.

IMAGES (for Still/Static Ad or for assembly into Motion Graphics Ad) – JPEG, PDF, TIFF, PNG, Photoshop or Illustrator file. Finished ad file dimensions: 1280x720 pixels at Photoshop resolution of 72ppi. Color mode: RGB (Please include a PDF or JPEG version with any Photoshop or Illustrator file.)

IMPORTANT NOTE ABOUT "SAFE AREA" - All text/logos and important images must be contained within this designated area. The safe area is calculated from the center of the image area. For a 1280x720 ad the safe area is 1093x567. Final ads should be built to full 1280x720 dimensions, not the safe area dimensions.

AUDIO – If you do not already have one, an audio soundtrack can be placed with your ad. Please inquire about royalty free options. iTunes files are not accepted. Voice Over recordings must be of good quality.

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We are happy to answer any technical questions you may have. Please contact Meg Petersen at
meg@silverscreenadvertising.com or (307)413-7399.