6 steps to correctly supply material for digital cinema projection

1. General

- The format should be: **1920 x 1080 pixels**, so in a ratio of 16:9, taking into account a small margin for text of 5% all around.
- Please note that your advertisement is on the screen for a limited amount of time. Therefore we ask you to keep it simple by containing only essential information such as name, logo and if necessary business address, slogan and/or an illustration.
  Avoid use of phone number, e-mail address, full address including ZIP code and/or QR code!
- Do you have an advertisement elsewhere? Request the files accordingly, for example where the printing or advertising of this advertisement was manufactured. This includes logos not in your possession. This will improve the quality of your advertisement benefits.

2. Applications or graphics software

- Preferably deliver for Apple Macintosh. Always deliver used fonts.
- No files from Microsoft Word, Excel or PowerPoint. These can only be used as an example. This also includes files from the Internet. These have a low resolution and are not useful!
- When you want to supply moving material (movie file) use common file formats such as Quicktime movie or MPEG 4.
  Such files are always in high quality! Do not use compression.
  The file should contain 25 frames per second and will take exactly the amount of time as stated on your contract and of the same pixel size as stationary equipment (see above). Attention! Sound is not possible!

3. Separate supplied images

Pictures need to have a minimum size of 1920 x 1080 pixels. Larger is no problem, smaller is!

4. Delivery fonts

- Always deliver used fonts. Even if you've converted text character outlines, in case of corrections later. If you cannot supply any font, enter the name of the font. If we do not have this font, we will use a different font that has the closest match.

5. Delivery of digital material

- Delivery by e-mail preferred.
- Don't try to put as much as possible into an e-mail. The mail application will try to resize or shrink the file size to make them fit which causes loss of quality!
- Sending or receiving emails larger than 10 MB is less reliable; therefore, it is advisable to send larger files via WeTransfer.
  You can deliver a PDF file so that we can verify that nothing is missing.
  Please send the files to traffic@cinefox.nl.
- If your files are larger than 10 MB please use WeTransfer: http://cinefox.wetransfer.com

6. Control (from us)

If there are shortcomings on incoming or later, we will contact you.
Please indicate the customer name and the contact (possibly also the Advertising agent).

For complete technical specifications on the delivery specifications please visit our website:
www.cinefox.nl/bioscoopreclame/aanleverspecificaties

CINEFOX
BIOSCOOPRECLAME

CineFox Bioscoopreclame BV
Saltshof 1012, Wijchen
Tel. (024) 641 33 79
info@cinefox.nl
www.cinefox.nl