



## 2018 Screen Advertising Specifications

Digital display ads start running onscreen 30 minutes before each film.

Advertisers may provide either one or two designs and change them periodically.

### **Specifications**

Images should be in landscape layout to make best use of the available display area. Do not place anything important very close to the edge of the image. We recommend reserving a 5 percent space all around the border to avoid losing any content.

Many file formats are acceptable but we recommend PNG for best results regardless of the content of the image.

Preferred file formats: PING, TIFF, BMP

Acceptable file formats: JPEG (see note below to graphic designers)

Recommended dimensions: 1280 X 768 pixels

Aspect ratio: 16:1

### **Technical Details for Graphic Designers**

The popular JPEG format uses lossy compression which degrades sharp areas of color between areas of solid color. While this loss of quality is not readily apparent on a computer monitor, it may well become noticeable when the image is projected 12 feet tall on the 24 feet- wide screen at the Crandell.

The system uses an aspect ratio of 16:10 often referred to as simply 1.6. The native pixel resolution of the projector is 1200 X 768. Smaller images will be scaled up automatically and larger images will be scaled up.

When displaying images that were prepared at a different aspect ratio, the system will preserve the original ratio to prevent distortion.

For example:

1280 X 1024 images will be scaled down to 1000 X 800

1360 X 768 images will be scaled down to 1280 X 731

800 X 600 images will be scaled down to 1066 X 800

If you have any questions, please contact Dawn Steward at 392-3445 or [officemanager@crandelltheatre.org](mailto:officemanager@crandelltheatre.org)