



2025 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 close to the edge of the image. We recommend reserving a 5 percent space around the edge to avoid losing any content. This is to allow for the screen masking that is sometimes necessary for the main feature.
- Preferred format: PNG: Many file formats are acceptable, but we recommend PNG for best results, regardless of the content of the image.
- Acceptable file formats: TIFF, JPEG (see note below to graphic designers)
- Recommended dimensions: up to 2048 x 1080 pixels. Image aspect ratio: 9:5. Pixel aspect ratio: 1:1 (i.e. square pixels)

Technical Details for Graphic Designers

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

The native pixel resolution of the projector is currently 2048 x 1080 pixels. Smaller images will be scaled up automatically.

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

- 1280 x 1024 (5:4) images will be scaled to 1350 x 1080
- 1360 x 768 (16:9) images will be scaled to 1920 x 1080
- 800 x 600 (4:3) images will be scaled to 1440 x 1080

If you have any questions, please contact Dawn Steward at 518-392-3445 or dsteward@crandelltheatre.org.