

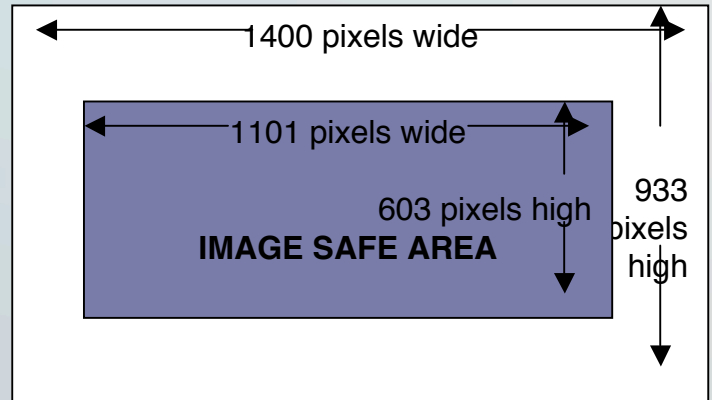
## Still Cinema Ad Production Specifications

### Setup Specifications

**1400** pixels wide by **933** pixels high with a title safe area of 1101 pixels wide and 603 pixels high (see right)

Resolution set at **300dpi**

Colours to be **RGB** not CMYK



The following points are what make a cinema ad fabulous. Please consider these points when creating your ad.

- Bold vibrant colours work best with this medium.
- Avoid using white in background. The light is blinding.
- Do not use phone numbers but instead direct the audience to a web address or physical location. Landmarks are also helpful.
- Have a simple message
- Keep the design well organised
- Remember who the customer is
- Use negative space effectively – It's a big screen to take in
- If you use uncommon fonts, please rasterise them
- TSA - Title Safe Area is the bleed area. This area **may still be visible on screen** but it is important **not** to have any text or parts of images that are important to the design in that area. Please ensure that all images go right to the edge of the canvas – a plain border doesn't always look good. Title safe area must be used when designed, and **deleted** before exporting for delivery. The TSA is available on our FTP site as a tiff.

### Delivery Specifications

Please deliver the following upon completion of your cinema ad

Layered TIFF 1400 x 933 pixels 300dpi with no compression. TSA should not be visible.

### Getting It To Us

Post/Courier to: Star Media Platinum  
 Suite 60, Upper Deck  
 Jones Bay Wharf, Pirrama Rd  
 Pyrmont NSW 2009

FTP: Address: [extranet.shootingstar.com.au](http://extranet.shootingstar.com.au)  
 Username – external  
 Password – smpguest  
 both are case sensitive  
 Please advise if you will deliver in this way as it is not regularly monitored

Email (up to 10MB): [andrea@shootingstar.com.au](mailto:andrea@shootingstar.com.au) or [bec@shootingstar.com.au](mailto:bec@shootingstar.com.au)