# Crandell
## ★ THEATRE ★

# SCREEN ADVERTISING SPECIFICATIONS

Digital display ads start running on screen 30 minutes before each film.

Advertisers may provide either 1 or 2 designs and change them periodically.

## Specifications

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

### File Formats
Many file formats are acceptable but we recommend PNG for best results, regardless of the content.

- Preferred file formats: PNG, 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 is noticeable when the image is projected 12 feet tall on the 24-foot screen at the Crandell.

### Aspect Ratio
The system uses an aspect ratio of 16:10, often referred to as 1.6. The projector's native pixel resolution is 1200 X 768. Smaller images will be scaled up automatically and larger images will be scaled down. 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 up to 1066 X 800

Contact Dawn Steward at 518-392-3445 or dsteward@crandelltheatre.org with any questions.

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