

# Production Specifications and Requirements

## Digital Motion Graphics

Below are the requirements needed to create a comprehensive DMG for your cinema campaign.

### IMAGE SPECIFICATIONS

LOGO	High Definition Illustrator / Photoshop, EPS, .TIFF or .TGA format
PHOTOS/GRAPHICS	.TIFF, .TGA or JPEG format at 1920 x 1080 (HD) or 1998 x 1080 (widescreen 2K) Avoid scanned images, or low resolution / consumer grade "happy snaps"
FONT	If you have any particular requirements, please specify If your company uses a specific font, it is preferred that you supply the font file If the exact font is not available, a similar one will be used
REFERENCE MATERIAL	To ensure your cinema ad is representative of your organisations look and feel, please provide samples of brochures, fliers, posters, etc. as either hard copy or PDF. Please send hard copies that do not need to be returned. Please supply a storyboard / general idea (bullet points) of how you'd like to see your ad. The Production House will discuss the composition and construction with you Please send a brief outline of what you would like your voiceover to say. The script is part of the DMG process, but you may also supply your own
COLOURS	Please list key PMS colours (if applicable) to match your corporate branding

### LIVE-ACTION FOOTAGE

IMAGE SIZE	High Definition: 1920 x 1080 (1.77:1) Cinema Widescreen 2K: 1998 x 1080 (1.85:1)
FRAME RATE	24 or 25fps
FIELD DOMINANCE	Progressive
PREFERRED	Quicktime Apple ProRes 444 or 422 HQ Codec (.MOV) Image should obey TV title safe areas (reference available on request)
NOTE	Other formats are available; please contact the Val Morgan Production Executive for further information Standard Definition (SD) material accepted on approval only. Please contact the Production Executive at Val Morgan

#### PLEASE CONTACT:

Amy Blanch  
Production Executive  
02 8113 5680  
ablanch@valmorgan.com.au  
PO Box 20038, World Square NSW 2002

#### VAL MORGAN FTP:

Server: 49.128.14.8  
Username: val\_download Password: jl2unxa  
Login with FTP client like Filezilla  
Please ensure all files are zipped and labelled clearly.  
Please contact Val Morgan when files have uploaded

## AUDIO SPECIFICATIONS

VOICEOVER REQUIRED	We require the below information: <ul style="list-style-type: none"><li>- Male / Female voice?</li><li>- Age of actor: old / young / teen?</li><li>- Speed of voiceover: up-tempo / slow and calm?</li></ul>
MUSIC TRACK	Please outline type of music, speed / tempo, etc.  Alternatively, if you locate a track that you like, please supply a link to the Val Morgan Production Executive, your Val Morgan Account Manager, or the Production House contact directly. Costs are mostly included in production cost.

## SUPPLIED AUDIO

FILE TYPE	AIFF or WAV
SAMPLES PER SECOND	48KHZ or 96KHZ
BIT RATE	16 bit or 24 bit
PREFERRED FORMAT	5.1 mix required: Unmixed sound stems (music, FX, dialogue, voiceover) as separate files
NOTE	Stereo (SR) sound mixes are accepted on approval only. Please contact the Production Executive at Val Morgan

## CONTENT AND APPROVAL

APPROVAL	<p>Once a storyboard, voiceover and music has been agreed on, the Val Morgan Production Executive or the Production House contact will send you a low resolution MP4 copy for you to review before it gets transferred to the cinema-ready DCP file.</p> <p>Please try to keep any revisions as concise and detailed as possible, as excessive back and forth revisions may incur extra charges (quotable as they arise).</p> <p>Once a DCP has been created, no further revisions are possible without incurring extra charges (including the re-DCP fee).</p> <p>Val Morgan may approve on your behalf, or move your campaign start date if approvals risk missing cinema deadlines.</p>
CONTENT GUIDE	Movie classification restrictions for advertising adult products, gambling, alcohol & alcohol consumption, QSR & fast food, movies & TV shows, and console games apply, including the use of risqué and/or age appropriate imagery. If you are concerned about any part of your content, please contact the Production Executive or your Val Morgan Account Manager.

## FILE DELIVERY

FTP TRANSFER	Val Morgan FTP Details are on the bottom bar. Please contact the Production Executive or your Val Morgan Account Manager when files have been uploaded
OTHER METHODS	Client supplied FTP link  Val Morgan can supply you with a direct production house FTP link  Dropbox, Hightail, WeTransfer, or other online transfer link  USB / Hard Drive (NTFS / FAT 32). Please arrange your own courier for drop off and collection.

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