

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

CONTENT SPECIFICATIONS	
Images	
Logo	High Definition Illustrator / Photoshop, EPS, .TIFF or .TGA format
Photos / Graphics	High resolution (12 megapixels) .TIFF, .TGA or JPEG format 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 (.OTF or .TTF). If the exact font is not available, a similar one will be used.
Colours	Please list key PMS colours (if applicable) to match your corporate branding. If the exact colours are not available, similar ones 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.
Demographic	Please let us know your target audience / demographic. Pacing and creative decisions may be altered.
Storyboarding	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.
Digilite Creation	
Digilites can be created at the same time as your DMG. Please speak to your Val Morgan Account Manager to discuss your options and additional charges.	
Live-Action Footage Specifications	
If you wish to supply live-action footage in your creative please adhere to the below specifications:	
HD Video	High Definition: 1920 x 1080 (1.77:1) OR Cinema 2K: 1998 x 1080 (1.85:1)
Frame Rate	25fps (24fps is also accepted)
Field Dominance	Progressive
Title Safe	Please ensure all graphics are within safe title. Graphics outside this area may be clipped in cinema. Image reference is available on request.
Live-Action Footage Format	
Preferred	MAC: Quicktime Apple ProRes 444 or 422 HQ Codec .MOV OR Windows: Avid DNxHD Codec .MOV (Preset: 1080p DNxHD HQ 8-bit or 1080p DNxHD HQX 10-bit)
Standard Definition	
Standard Definition (SD) material accepted conditionally and should not be sent attached to an email due to file compression. Please contact the Production Executive at Val Morgan to discuss your options and repercussions.	
AUDIO REQUIREMENTS	
Do you require a voiceover?	
Please let us know the following: <ul style="list-style-type: none"> • Male / Female voice? • Age of actor: old / young / teen? • Speed of voiceover: up-tempo / slow and calm? 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. The production house will re-time your suggestions to fit your creative, so try to be concise and clear about what you would like in the script.	
Do you require a music track?	
Please outline type of music, speed / tempo, etc. Alternatively, if you locate a track that you like, please supply link to the Val Morgan Production Executive, your Val Morgan Account Manager, or the Production House contact directly. Please be advised that some tracks may incur licensing fees and may be an extra cost outside of your Val Morgan quote.	

Are you supplying audio and require Val Morgan to produce the 5.1 Mix?

If you have your own voiceover and music track for your DMG please adhere to the below specifications:

File Type	WAV or AIFF files
Samples per Second	48kHz
Bit Rate	16 or 24
Preferred	Unmixed sound stems (music, FX, dialogue, voiceover) as separate files Please supply a guide track for reference

Stereo Sound Mixing

Stereo (SR) sound mixes are accepted conditionally. Please contact the Production Executive at Val Morgan to discuss your options and repercussions

Note: MP3, MVA files, .OMF, Mono or Dual Mono audio will **not** be accepted

APPROVAL PROCESS

Revisions

Once a storyboard, voiceover and music has been approved, 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.

Please try to keep any revisions as concise and detailed as possible, as excessive back and forwards revisions may incur extra charges (quotable as they arise).

Val Morgan may approve on your behalf, or move your campaign start date if approvals risk missing cinema deadlines.

Revisions after the production has begun

Once your material has started the DCP production process, any revisions to material, including the resupply of image or audio files, may incur extra charges (for example audio re-mixing, re-DCP mastering, and potential rush fees) or deadlines being missed.

Please speak to the Production Executive or your Val Morgan Account Manager to discuss your options and additional charges.

Please note longer turnaround times may be required for additional work.

DISPATCH FILE

File naming

Please ensure that your data file is labelled in the following format:

(Client/Project name)(Duration)_(Pixel Size)_(Frames per second)_(Codec)
e.g. VMCommercial60_1920x1080_25fps_PRORES444

If your image contains embedded audio, please include in the naming convention

File dispatch

Val Morgan FTP	<p>Server: 49.128.14.8 Username: val_download Password: jl2unxa</p> <ul style="list-style-type: none"> Login with Filezilla Please ensure all files are zipped and labeled with the correct naming convention. Please contact the Production Executive when files have completed uploading.
Other options	<ul style="list-style-type: none"> Dropbox, Hightail, WeTransfer, Digital Pigeon, or other online transfer link (please ensure folders are PUBLIC) Client supplied FTP link Val Morgan can supply you with a direct production house FTP link Please arrange your own courier for drop off and collection, and all cables as required to access to the content

Val Morgan does not store any material supplied. If you require this material be used elsewhere, or edited for re-use at a later date, you will be required to resend this material.

FOR MORE INFORMATION PLEASE CONTACT

Val Morgan Production
production@valmorgan.com.au