

darkened
auditorium



captive
audience

no distractions
all eyes on the big screen



cinema
media rates 2009
unrivalled advertising impact

film production

Film

In order for an existing commercial to be shown on cinema screens, it must be transferred to 35mm film. If your commercial is not already finished on 35mm, existing TVCs can be transferred to cinema format with excellent results cost effectively.

Motivate Val Morgan currently has a partnership with a licensed KODAK IMAGECARE and Dolby certified laboratory. This ensures advertisers that the latest state-of-the-art technology is used and guarantees the quality of both audio and visual effects.

35mm Film Production Rates (AED)

Dolby SRD-Master Transfer (Transfer+Audio+Dolby Fee+Lab+Mix)		Bulk Prints	
Duration	Rates	Duration	Rates
15"	6,983	15"	89
20"	8,612	20"	98
30"	9,975	30"	108
40"	11,788	40"	136
60"	13,602	60"	177
90"	19,269	90"	307

Extras

Courier costs and Customs duty will be at an additional cost – this should be approximately AED3,750 for a consignment up to 30 prints plus five per cent of the value of the transfer and prints.

Material Requirements

Master Transfer

- Digital Betacam,
- CD/HDCAM (without mixage, separate: music, sound effects, voice over, stereo 48kHz)
- Format 1.85:1
- Sound 82 dB maximum

Duplicate Prints

- 35mm Internegative Film
- Optical Soundtrack (Stereo Dolby Digital)

Conditions

- The base material from your creative agency should be supplied in the attached format
- Photoguarding will be provided FOC as a goodwill service
- Should your material not adhere to our minimum screening standards, post production adjustments should be done through one of our preferred suppliers
- Delivery schedule will be two weeks on receipt of material.

STANDARD REQUIREMENTS FOR GOOD QUALITY TRANSFERS FROM DIGITAL/VIDEO TO 35MM

Picture

- Master Film within tape formats and resolutions such as HDCAM (1920x1080), HDCAM-SR (1920x1080), Digital Betacam (720x576).
- Image sequences with uncompressed or lossless compressed file types such as targa, sqi, tiff.

Full PAL frame (720 x 576 non-square pixels)
1.85:1 area within the PAL frame (720 x 415 non-square pixels)



Safe Action:
36 pixels from left and right
21 pixels from top and bottom

Safe Title:
71 pixels from left and right
41 pixels from top and bottom

- Digital Betacam recording with 1.85:1 frame aspect ratio. (720 x 415 non-square pixels within the PAL frame of 720 x 576 non-square pixels)
- Text and graphics must be within the 'safe title' area. Areas outside the 'safe action' box risk being cropped during projection.

- The entire commercial, including text and graphics, must not be rendered in 'interlaced/field' mode. The commercial must be rendered in 'progressive/frame' mode.



- There should be no problem with the general image quality. (Colour and light inconsistency, compression defects, low sampling, underexposure, overexposure, transfers with bad connections, etc)

Sound

- Separate, unmixed audio tracks for each element such as voice-over, music as aiff or wav files on CD or ProTools V.7 files on CD.
- Stereo mix for reference on the Digital Betacam where the picture is.
- Separate audio channels must be unmixed and unprocessed with any filters like 'maximise' or 'normalise'.
- Each track must have a sync signal at the beginning.

Contact

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c i n e m a a d v e r t i s i n g

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