

CINEMA PRODUCTION

VIDEO
1798 X 972

PICTURE

FORMAT	DPX TIFF sequence
ASPECT RATIO	1998 x 1080 (Cinema Title Safety) 1798 x 972 (Best)
FRAME RATE	24fps progressive (no clocks)

SOUND

MIX	5.1 Surround Sound
WAV FILES	6 x MONO 48hz & 24bit Reference level: -20dbfs No clocks & No sync plop
CHANNEL MAPPING CONFIG	AUDIO TRACK CHANNEL 1 Left Front 2 Right Front 3 Center 4 LFE/SUB 5 Left Surround 6 Right Surround
MAXIMUM LEQ(M) LEVEL	82 Leq(M) Measured On A Dolby Mme1000 or A Dolby Media Meter

INTERACTIVE CONTENT

Please contact us for requirements.
production@mailudc.com

Movie file sequences are not permitted.

FILE DELIVERY

Materials should be uploaded to: <https://pearlanddeanie.mediashuttle.com/>
Please note that elements that are uploaded to the portal are only stored for 29 days.

PRODUCTION QUERIES

For P&D Production queries please contact: production@pearlanddean.ie

LEADTIME

The cinema week runs from Friday to Thursday.
The lead time for digital cinema copy running on cinema screens is:

- 5 working days prior to exhibition date for ROI
- 10 working days for NI

CLEARANCE

- Cinema clearance from the Cinema Advertising Association (CAA) is required in order to show a commercial in ROI & NI cinemas.
- ROI approval a fee of €170 applies, for NI approval a fee of stg £204 (inc VAT) applies. Once approved you will receive a letter with their decision.
- For Northern Ireland, clearance is also required from the British Board of Film Classification (BBFC), but only for public sector information/awareness and charity ads and for adverts featuring film clips, trailers for films, streaming content, and TV programmes.
- For NI public sector information/awareness and charity ads the BBFC will give either a "U", "PG", "12A", "15", "18" or "18R" certificate. The BBFC certificate will be scanned onto the commercial by Pearl & Dean when the ad is transferred to cinema format.

Clients are encouraged to submit ads to the CAA as soon as possible, to ensure approval within the deadline communicated to you by Pearl & Dean.

SUBMIT TO CAA [https://cinemaadvertisingassociation.co.uk/
submissions/create](https://cinemaadvertisingassociation.co.uk/submissions/create)

CONTACT CAA Copy Panel Executive
Cinema Advertising Association
209 Blackfriars Road
London SE1 8NL
+44 20 7199 2433
submissions@cinemaadvertisingassociation.com

ALCOHOL

Alcohol adverts need to be cleared by the CCCI.
Please visit: <https://copyclear.ie/>