



White or light colored background not allowed

The use of intense color is very important when advertising on the movie screens. In the theatre setting, ambient light — the lights that allow for safe seating — weakens color and interferes with the relationship between light and dark when projected on screen. Light colored backgrounds wash out when projected on-screen, which in turn, washes out the images sitting on the background, resulting in a faded, muddy ad, with text that melts into the background.

Also, light colored backgrounds reveal imperfections on the movie screen. Occasionally dust will get on a slide. When magnified and projected on screen, dust particles may look like a giant ink spots or strings of hair. A dark background hides the imperfections, enhancing the program and your image.

MUST BE 300 DPI

LIVE AREA: 10" X 5"

Text, Logos & Photos must remain in this area

SAFE AREA: 10.5" X 5.5"

Photographic or solid color backgrounds other than black remain in this area

DOCUMENT AREA:

10.5" X 7"

All of this area must be black

