

Graphic & Audio Specifications

Providing Materials For Advertisement Creation:

- If you are providing images for scanning we prefer the scanned area to be no smaller than 4 x 6 and no larger than 8 x 10 inches.
- Please make sure that when scanning images yourself that you are scanning at 300 DPI resolution.
- Digital photos should be at least 3 Mega Pixels or larger.
- If you are sending a digital version of a logo, a vector based file would be preferred but not required.
- If sending a graphics file to be used, unflattened .psd files are ideal. We can also use .ai, .tif, .pdf, .eps, .jpg, .gif, .png or .bmp formats. Keep in mind that .gif, .bmp and .png formats are typically web based formats and may be too small to use onscreen.
- A wide variety of professional stock photography is also available for a small charge.
- Microsoft Word Documents and Power Point Documents can not be used.
- We are not responsible for any use of copyrighted material that you supply.

Providing A Completed Advertisement:

- Final advertisements should be in Quicktime .mov format at 1920 x 1080 or larger.
- HD advertisements received for a standard definition theatre will be converted in-house.
- If you are sending an ad you are also using for your local television advertising please ask your cable company to send us an HD version on DVD copy or digital file.
- VHS and BETA tapes can not be used.

Providing Audio:

- We can accept audio in .mp3, .wav or .aif format.
- Audio from cassette or video tapes can not be used
- We are not responsible for any use of copyrighted material you supply.
- The finished product you send should not exceed the amount of ad time.

* Please label all materials you send or email with the business name for tracking purposes.

Files can be submitted:

- CD or DVD
- Email to production@1better.net
- Email an FTP link to production@1better.net
- Send them via FTP : Login - [ftp.1betterdesign.com](ftp://ftp.1betterdesign.com)
Username - materials@1betterdesign.com
Password - 1BetterClient2012
- Email YouSendIt.com or [DropBox.com](https://www.dropbox.com) link to production@1better.net
- Mail materials to: 1 Better, LLC - Production Dept.
124 Osseo Avenue North
St. Cloud, MN 56303

* Please call our Design Department if you have any questions about your materials: 1-877-723-8837