

When planning on using marketing imagery to advertise a screening licenced by Filmbankmedia, it is important that you adhere to the guidelines below. Please also note that the full Terms and Conditions of your licence apply to any use of creative assets which are also subject to the guidelines on Third Party Sponsors, Promotions and Advertising.

Creative Assets Available

- **One-Sheets:** Posters of the film.
- **Stills:** Pictures / images from the film.
- **Copyright Lines:** A notice that informs users of the underlying legal copyright owner of the creative asset.

When you use either a one-sheet or a still you must use the relevant film's copyright line.

Here are some examples of copyright lines - which can be provided by Filmbankmedia upon request:

Beauty & The Beast © 2017 Disney Enterprises, Inc. All Rights Reserved.

Moulin Rouge! © 2001 Twentieth Century Fox Film Corporation. All rights reserved.

Splash © 1984 Touchstone Pictures.

Pride & Prejudice © 2005 Universal Studios. All Rights Reserved.

Mean Girls © 2004 Paramount Pictures Corporation. All Rights Reserved.

For an example of a copyright line in situ, please see page 2.

How to Use the Creative Assets

- There should be **no manipulation** of the creative assets provided in any way, which includes; cutting, cropping, writing over or re-colouring the images. However, resizing the creative assets as a whole is permitted.
- The copyright line **must** be included in all of your marketing imagery featuring the films' creative assets. It does not have to be on the creative assets but must be displayed immediately proximate to the creative assets. It can be small but needs to be legible. Please note that if the creative assets made available on Filmbankmedia's website for use for your marketing imagery comprises the billing block, which already has a copyright line (the writing at the bottom of the poster) then you do not need to include a separate copyright line.
- You may create your own poster / advert / campaign around the creative assets made available by Filmbankmedia, as long as the creative asset used is **being shown in its entirety** and not edited in any way. Please also refer to our advertising and promotions guidelines. You can use the creative assets from the film made available by Filmbankmedia as long as the guidelines above and your licence terms are strictly followed, but solely for the purpose of advertising the exhibition of that film (assuming you have a licence from Filmbankmedia to exhibit the film).

For an example of a creative asset with and without a billing block, please see page 2.

Where to Find Creative Assets

Currently, one-sheets can be downloaded from our website film catalogue: www.filmbankmedia.com.

To be able to download the one-sheets, you will be asked to create an Image Bank account which is free of charge. However, you must be an STSL client and know your STSL Account Reference.

Please note that the resolution of the one-sheets available on our website varies between titles and studios.

If you need any other creative assets or can't find what you need from Image Bank, please contact:
requestpublicity@filmbankmedia.com

For full Terms and Conditions please see your licence and our website. Please allow at least 2 working days for a response regarding your creative requests. When contacting us please ensure the email subject is FAQ Marketing Team:

EXAMPLE OF A COPYRIGHT LINE IN SITU



Why not start a film club?

We can help you.

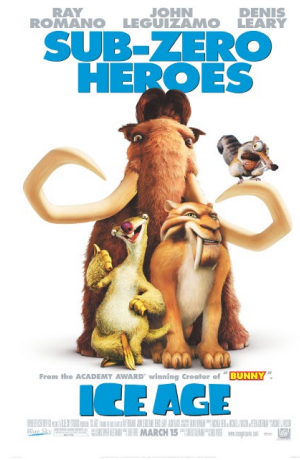
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for more information

THE LEGO BATMAN MOVIE
Available now for booking from **Filmbankmedia**

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CREATIVE ASSET WITH AND WITHOUT A BILLING BLOCK



WITHOUT A
BILLING BLOCK

WITH A
BILLING BLOCK

Blue Sky
MARCH 15

BILLING BLOCK EXAMPLE