

# DIGITAL SIGNAGE CINEMA LOBBY



All creative specs can be downloaded from [Cineplexmedia.com](http://Cineplexmedia.com)

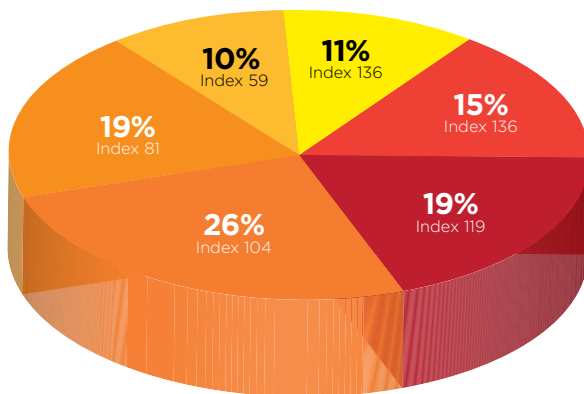
**Cineplex Media's national network of state-of-the-art, HD digital screens** includes installations above the box offices and concession stands at key theatre locations, capturing moviegoers attention from the moment they arrive. And Cineplex Media's digital assets extend beyond cinemas to many of the highest-traffic locations across the country. Ask your Cineplex account manager for complete details.

## 2013 PRODUCTION SCHEDULES HD Digital Lobby Screens (16 x 9 aspect ratio)

Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Dec. 12, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 23, 2013	4
Mar.	Mar. 1 - Mar. 28	Feb. 20, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 20, 2013	4
May	Apr. 26 - May 30	Apr. 17, 2013	5
June	May 31 - June 27	May 22, 2013	4
July	June 28 - Aug. 1	June 19, 2013	5
Aug.	Aug. 2 - Aug. 29	July 24, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 21, 2013	4
Oct.	Sept. 27 - Oct. 31	Sept. 18, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 23, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 20, 2013	5
Jan.	Jan. 3 - Jan. 30	Dec. 13, 2013	4

## Audience Profile

(Age 12+ Attended Movies in the Past 3 Months)  
PMB Fall 2012



■ A 12-17 ■ A 18-24 ■ A 25-34 ■ A 35-49 ■ A 50-64 ■ A 65+

SOURCE: PMB Fall 2012, base 12+

## SD Digital Lobby Screens (4 x 3 aspect ratio)

Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Dec. 4, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 16, 2013	4
Mar.	Mar. 1 - Mar. 28	Feb. 12, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 13, 2013	4
May	Apr. 26 - May 30	Apr. 10, 2013	5
June	May 31 - June 27	May 14, 2013	4
July	June 28 - Aug. 1	June 12, 2013	5
Aug.	Aug. 2 - Aug. 29	July 17, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 14, 2013	4
Oct.	Sept. 27 - Oct. 31	Sept. 11, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 16, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 13, 2013	5
Jan.	Jan. 3 - Jan. 30	Dec. 4, 2013	4

**Gender Split - 46% Men / 54% Women**

**Affluent - 35% HHI \$100k+** (Index 117)

**Educated - 27% have a bachelor's degree or higher** (Index 118)

**Well-Employed - 24% are managers, owners,**