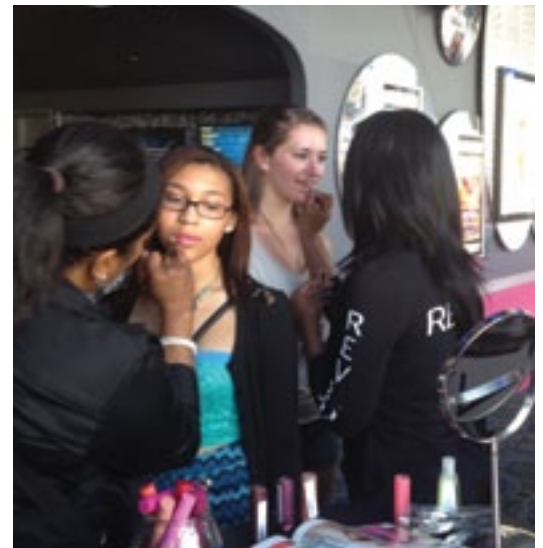


# SPECIAL MEDIA

**Cinema media is unique** in its ability to facilitate the integration of communication elements, creating high-impact, place-based solutions that can stand alone or work in tandem with on-screen campaigns.

## ACTIVATION



### Sampling

Engage directly with moviegoers by placing your product or promotional item into their hands as they exit the cinema. Clients can supply their own sampling team or allow Cineplex Media to manage the entire sampling program.

(Advertising flyers that provide no consumer value will not be accepted.)

### Kiosks

Encourage immediate interaction between moviegoers and your brand with an in-lobby display or activation. (All displays / activations must be pre-approved. Contact your Cineplex Media account manager for details.)

## CLINGS

Give your brand the “red carpet” treatment by placing your campaign directly under moviegoers’ feet, or surround them with your messaging on washroom walls and in washroom stalls. In-washroom options include static mirror clings, a uniquely impactful solution for gender targeting.



## LOBBY DOMINATION

Make your brand the star, and capture moviegoers’ attention the moment they arrive, with high-impact Box Office Wraps, In-Lobby Banners or Lobby Standees. Integrate the Cineplex team into your campaign with customized T-shirts worn by box office and concession staff. Or deliver your message directly into ticketholders’ hands with a ticket-back ad.

## 2013 Production Timelines

Please contact your Cineplex Media account manager to confirm availability of Special Media options and timelines for creative approvals and production. Production timelines vary by Special Media option.

All executions must be pre-approved by Cineplex Media. Popcorn bag and drink cup creative must be approved a minimum of 16 weeks prior to campaign start.

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

## CONCESSION MEDIA

Place your message at moviegoers’ fingertips throughout their entire cinema experience with customized popcorn bags, and double the impact with matching drink cups.