

### Digital Sports Stadium Network Specifications

The following document contains production and delivery specs for digital signage client creative contracted to appear on Cineplex Media's Digital Sports Stadium Network. All advertising must be consistent with the Cineplex Media Advertising Policy which can be found at [www.cineplexmedia.com](http://www.cineplexmedia.com).

Any creative deadlines that are missed may result in a delay of the campaign for which Cineplex Media will not be held responsible. Cineplex must pre-approve all creative prior to production as per the terms and conditions in your client contract. Cineplex reserves the right to reject creative not delivered to published specifications delivering unsatisfactory video or audio quality. Creative appearing in the Digital Sports Stadium Network must be suitable for an all ages viewing audience.

Final creative files must be delivered to Cineplex Media in a form compliant with the Cineplex Media digital signage production specifications **five (5) business days prior to start date**.

For digital ads to be produced by Cineplex Media, creative elements are due **ten (10) business days prior to start date**.

If you have any questions regarding deadlines for your creative, please contact your sales representative at Cineplex Media.

For production specification questions, please contact a member of our digital signage production team.

<b>Meighan Topolnicki</b> Production Manager	416-539-8800 ext. 258 Meighan.Topolnicki@cineplex.com
<b>Chris Furmanek</b> Traffic Coordinator	416-539-8800 ext. 276 Chris.Furmanek@cineplex.com
<b>Karina Garinian</b> Traffic Coordinator	416-539-8800 ext. 227 Karina.Garinian@cineplex.com

**16x9 LCD Concourse Screen Layout**



<b>1 VERTICAL BANNER AD ZONE *</b>
<b>Resolution:</b> 332 pixels (W) x 636 pixels (H) <b>Description:</b> Motion and static advertising
<b>2 MAINSTAGE</b>
<b>Resolution:</b> 1280 pixels (W) x 720 pixels (H) <b>Description:</b> Live 16x9 Game feeds, motion and static content and advertising
<b>3 SCOREBOARD LOGO ADJACENCY</b>
<b>Resolution:</b> 16x9 LCD : 250 pixels (W) x 80 pixels (H) 4x3 CRT : 307 pixels (W) x 97 pixels (H) ** <b>Description:</b> Static sponsor logo (dark colours, suitable for placement on a white background)

**4x3 Concourse CRT Screen Layout**  
Scotiabank Saddledome (Calgary) only.



All measurements on this page are square pixel aspect ratio (1.0) at screen resolution (72 dpi). Actual display resolution of Mainstage is 944 pixels (W) x 532 pixels (H).

**\*Note:** Vertical Banner Ad Zone and Scoreboard Logo Adjacency are not applicable at Bell Sensplex (Ottawa)

**\*\*Note:** Vertical Banner Ad Zone and Mainstage content specifications are applicable to both the 16x9 LCD and 4x3 CRT screens. If your campaign includes the Scoreboard Adjacency in the Scotiabank Saddledome (Calgary) Stadium, please submit your static logo in both the 16x9 and 4x3 formats.

**SEE PAGE 4 FOR FILE FORMAT & DELIVERY SPECIFICATIONS**

Updated: February 1, 2012

## SCOTIABANK SADDLEDOME WASHROOM SHOW

### 4x3 Washroom LCD Layout (Scotiabank Saddledome only)

The digital media package for the Scotiabank Saddledome (Calgary Sports Stadium) includes full screen advertising (with sound) on 4x3 LCD screens located in the Men's and Women's washrooms throughout the stadium.

**Note:** Due to technical requirements, the Scotiabank Saddledome washroom network is updated once per month. Contact your Cineplex Media sales representative for specific creative deadlines.



### WASHROOM LCD (Scotiabank Saddledome only)

**Resolution:** 720 pixels (W) x 480 pixels (H) (full-screen)

**Description:** Full-screen video advertising with audio

**Note:** All measurements on this page are NTSC Pixel Aspect Ratio (0.9) at screen resolution (72 dpi). Audio is only applicable to the Scotiabank Saddledome (Calgary) washroom network.

**IMPORTANT:** Cineplex Media is not responsible for royalty payments/copyright clearances/SOCAN fees, etc. on any music/audio that clients send to accompany their spot(s). Therefore, if you/your client elects to send audio with your spot, it is the client's responsibility to ensure that all appropriate copyright clearances/rights, etc. for any audio sent to Cineplex Media have been attained **prior to our acceptance of the material.**

**SEE PAGE 4 FOR FILE FORMAT & DELIVERY SPECIFICATIONS**

#### ACCEPTED MEDIA

**Video Format:** .mov, .mpg  
**Compression:** H.264, MPEG-2 at 100% quality  
**Frame Rate:** 29.97 fps

**Static Image:** .jpg, .pdf, .png

**Audio (Scotiabank Saddledome washroom only):** .mp3, .wav

#### FILE DELIVERY

Creative is due five (5) business days (one week) prior to start date.

Creative elements due ten (10) business days (two weeks) prior to start date for digital ads to be built by Cineplex Media.

#### ELECTRONIC / FTP SUBMISSION

**FTP Server:** ftp://ftp.cineplex.com  
**Login ID:** varclients  
**Password:** cineplex

##### Windows Explorer directions:

Enter full FTP Server address (above) into address bar and launch site.  
Select "Page" icon in top right Windows Explorer toolbar.  
Select "Open FTP site in Windows Explorer".  
Right-click in new window, select "Log in as...".  
Enter User ID and Password (above), select Enter.

**IMPORTANT:** After uploading, send an email specifying client and file names to:  
meighan.topolnicki@cineplex.com

##### Privacy Notice

Cineplex Media will strive to remove material from the FTP as it has been uploaded; however, your file name(s) may, for a short time, be viewable to others visiting this FTP address.

#### HARD COPY SUBMISSION:

Please mark all creative as "Digital Sports Stadium Network" and label clearly with:  
Client, Spot Title, Length, Language.  
Note: Hard copy accepted in DVD / CD format only.

#### FORWARD TO CINEPLEX MEDIA:

102 Atlantic Avenue  
Suite 100  
Toronto, ON M6K 1X9  
Attn: Meighan Topolnicki  
meighan.topolnicki@cineplex.com  
(416) 539-8800 ext. 258

**OMNICAST CLIENTS:** If your contract includes OMNICAST update capabilities, you will receive your unique creative and file delivery specifications via email from a member of our production team. If you have not received, or have misplaced your OMNICAST document, please contact Meighan Topolnicki (meighan.topolnicki@cineplex.com) for assistance.