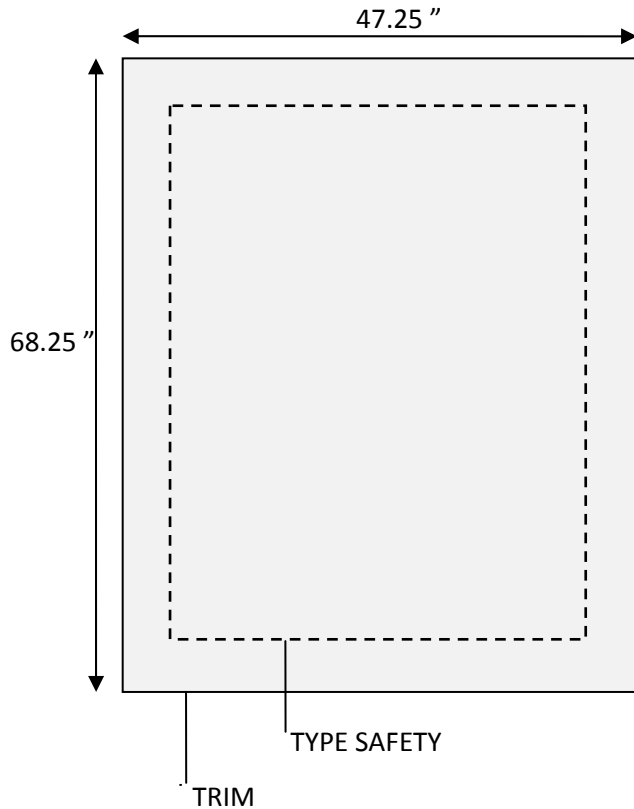


The following document contains production and delivery specs for BACKLITS contracted to appear in locations represented by Cineplex Media.



SIZE

(TRANSIT SIZE)	W X H
TRIM	47.25" X 68.25"
TYPE SAFETY	42" X 66"
BLEED	47.75" X 68.75"

MATERIAL

Recommended Substrate:

Lithography or screen-printing – 7 pt. coated translucent Bristol

Digital Production – 0.85 Opaline (with lamination)

Other acceptable – 90 lb coated bond paper

Lamination:

10 ml lamination (5 ml on the front & back) for lighter stock is recommended for longevity. (Backlits should roll easily – vs. being rigid)

Colour:

Backlit posters should be printed both front and back to ensure that the colour density is maintained, as the posters will be lit for the entire campaign.

IMPORTANT: A JPG or PDF of the client's backlit creative **MUST** be sent no later than **15 business days** before flight date to our backlit coordinator Christina Clark, via email at **Christina.clark@cineplex.com**

All client creative is subject to approval by Cineplex Entertainment.

OVERAGE

A 10% finished production overage is recommended on all backlits. If you have any questions, please speak to your sales rep at Cineplex Media.

Please ensure that all deadlines and production specs are met. Late arrival of your backlits at our shipping centre may shorten the run of your backlit campaign. Late backlits will also result in **additional production fees**. If you have any questions concerning *backlit deadlines*, please immediately contact your sales rep at Cineplex Media.

SHIPPING INSTRUCTIONS

Please fill out the BACKLIT PACKING LIST found on the last page of this document.

Affix the BACKLIT PACKING LIST to the front of each backlit box/tube sent to our distribution center.

PLEASE INSURE YOUR SHIPMENT ARRIVES NO LATER THAN 9:00 am on your scheduled deadline date.

To confirm your deadline date – either email *or phone* Christina Clark at Cineplex Media. (Christina's contact info is listed below.)

Please ship your backlits **rolled in a poster tube or ship flat in a poster box.** (Rolled 'tube' delivery is preferred in our fulfillment /shipping centre).

Identify the quantity of English and quantity of French backlits in each carton as per our packing list attached below.

The distribution centre's address, contact person, and phone number are all included on the packing list provided on the next page.

If you have any questions, please contact Christina Clark at Cineplex Media's Toronto office:

Tel: (416)539-8800 ext. 268
christina.clark@cineplex.com

Each box of backlits that our client or their agency sends to our delivery carrier(s) must arrive with the appropriate BACKLIT PACKING LIST filled out and firmly attached to the outside of the box.(See last page for packing list).
Please also indicate the number of tubes/boxes included in the shipment (i.e. 1 of 4).

SEE NEXT PAGE FOR PACKING LIST

(PLEASE FILL OUT IN FULL & ATTACH TO THE OUTSIDE OF EACH BACKLIT SHIPMENT)

CINEPLEX MEDIA BACKLIT PACKING LIST

SHIP BACKLITS TO:

Jacob OCampo/ Nicolette Martonyi
Cineplex Corporate Fulfillment
1303 Yonge Street
Toronto, ON M4T 2Y9

Tel: 416-920-3832 fulfillment@cineplex.com

CLIENT _____

CAMPAIGN TITLE: _____

IN-THEATRE DATE: _____

NUMBER OF PIECES IN THIS SHIPMENT: _____

TOTAL BACKLITS ENCLOSED : ENGLISH _____ FRENCH _____

Supplier info (please provide)

BACKLITS PROVIDED BY: _____

Contact name: _____ Email: _____

Telephone: _____ Signature: _____

Special Instructions: _____