

Digital Concourse Network Specifications

The following document contains production and delivery specs for digital signage client creative contracted to appear on Cineplex Media's Digital Concourse Network. All advertising must be consistent with the Cineplex Media Advertising Policy which can be found at 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 Concourse 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.

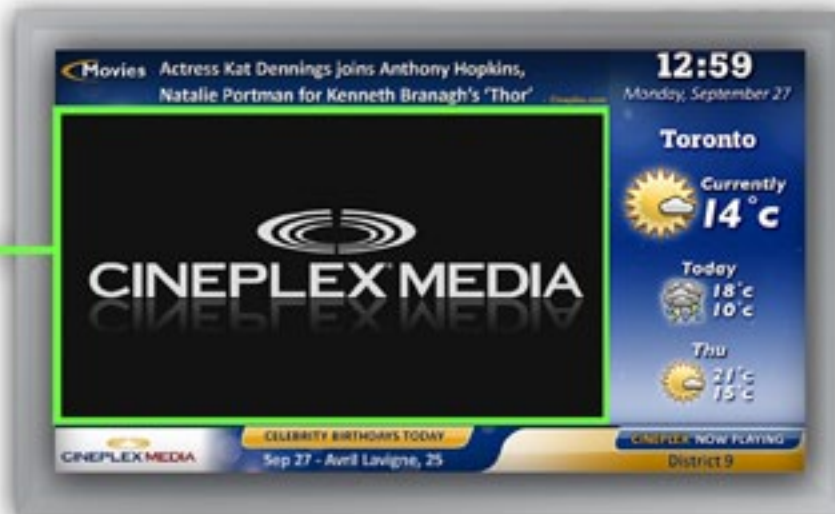
For production specification questions, please contact a member of our digital signage production team.

Meighan Topolnicki Production Manager	416-539-8800 ext. 258 Meighan.Topolnicki@cineplex.com
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Horizontal 16x9 LCD Layout (All Concourse Network Properties)

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MAINSTAGE
1280 x 720



1 MAINSTAGE

Resolution: 1280 pixels (W) x 720 pixels (H)
Description: Motion and static content and advertising

Note: The Mainstage in food court locations is full screen.



16x9 LCD Food Court Screens

Portrait 9x16 LCD Layout
(Hudson's Bay Centre - Toronto only)

MAINSTAGE
582 x 1035



MAINSTAGE (portrait)

Resolution: 582 pixels (W) x 1035 pixels (H)
Description: Motion and static content and advertising

SEE PAGE 4 FOR FILE FORMAT & DELIVERY SPECIFICATIONS

Rio Can Yonge Eglinton Centre Matrix Screens

If your campaign is booked in the Rio Can Yonge Eglinton Centre, please note the below matrix file specifications that are **in addition to** the standard single screen 16:9 specifications found on the previous page.



Build



Final Files

SUBWAY BANNER

3 Channel Player

Build at: 3840 pixels (W) x 720 pixels (H)

Encode to: 3 x synchronized 1280 pixels (W) x 720 pixels (H) files

File naming:

RIO-SB01_filename.mpg (Left)

RIO-SB02_filename.mpg (Centre)

RIO-SB03_filename.mpg (Right)



Build



Final Files

WAVE WALL

2 Channel Player

Build at: 2560 pixels (W) x 720 pixels (H)

Encode to: 2 x synchronized 1280 pixels (W) x 720 pixels (H) files

File naming:

RIO-WW01_filename.mpg (Left)

RIO-WW02_filename.mpg (Right)

Note: If you are unable to provide creative sized to fit the above matrix specifications, you can choose to run your standard 16:9 (1280 x 720 px) creative duplicated and synchronized across the Wave Wall and Subway Banner screens.

SEE PAGE 4 FOR FILE FORMAT & DELIVERY SPECIFICATIONS

Updated: January 31, 2013

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

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 Concourse/Stadium Network™ and label clearly with:
Client, Spot Title, Length, Language.
Note: Hard copy accepted in DVD / CD format only.

FORWARD TO CINEPLEX MEDIA:

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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.