



Updated June 11, 2012

DVD LOBBY SHOW SPECS & LOBBY SHOW CREATIVE DELIVERY INFORMATION

The following document contains production & delivery specs for the DVD lobby show contracted to appear in theatres represented by Cineplex Media. Note: Client creative is to be sent to our supplier, MIJO in Toronto for processing. (see pg.3)

Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions. All advertising must be consistent with the Cineplex Media Advertising Policy which may be found at www.cineplexmedia.com. All creative is subject to pre-approval by Cineplex Entertainment prior to production as per the terms and conditions in your client contract.

Any creative deadlines that are missed will result in additional costs and may result in a delay of the campaign for which Cineplex Entertainment will not be held responsible. Each contract is entitled to one creative spot per month, per language. Any additional creative may result in additional fees.

If you have *any questions* about deadlines for your creative, please immediately contact your sales rep at Cineplex Media.

**For production spec questions, contact:
Craig Lobo at 416-539-8800 ext. 268**

Thank you for your business!

DVD LOBBY SHOW SPECS

Digital Motion lobby creative can be delivered in any of the following formats:

1. SD Tape formats: Digital Betacam, Betacam SP, IMX, SX
3. Mini DV, DV Cam 25.
4. JPEG 2000 or Motion JPEG Compressed QuickTime. (see chart on next page)

Digital full motion video clips must be created in a 4 x 3 aspect ratio (720 x 480 pixels) with a **type safe area of 640 x 432 pixels**. Please allow an extra second lead into and an extra second extro from your video clips in order to allow for transitions between spots. Note that we do not require a fade up and out to black for your clips. Video clips should be sent no later than *deadline date. All digital full motion video clips must be delivered in the NTSC (National Television standards committee) format. All video specifications must meet SMPTE (Society of Motion Picture Television Experts) standards.

All digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -5 digital.

- **Spots appearing in the lobby show must be suitable for an all ages viewing audience.**
- **Please send your lobby show creative no later than 15 business days prior to your contracted live, in-theatre date.**

If you have any questions, please consult your Cineplex Media sales rep for more information.

DELIVERY OF YOUR LOBBY CREATIVE

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ALL INCOMING LOBBY CREATIVE MUST COMPLY WITH THIS NAMING CONVENTION RULE:

Client Name_SpotName_Duration_Language_Month spot starts airing_LOBBY. file format (ie: Lexus-Iceboat-30-ENG-Dec-LOBBY.mov)

***If you are sending a hard copy of your spot – please *also* insure that you label the spot “FOR DVD LOBBY SHOW”**

Please see below re: delivery information for your creative material. Note labeling /naming convention instructions (above). Please send your lobby show creative no later than 15 business days prior to your contracted live, in-theatre date).

***If you intend to ship a hard copy of your creative, please correctly pre-label the lobby material as per instructions above and ship to:**

MIJO

635 Queen St. East, Toronto, Ont., M4M 1G4

Attn: DPS – DPS Production coordinator 416-964-7539

dps@mijo.com

FOR ELECTRONIC / FTP SUBMISSION:

When submitting content, you *must* adhere to the naming convention for your spot noted at the top of this page. Failure to follow the naming convention rule may result in delays in the spot’s start date.

Copy and paste the link below into your internet browser. Once opened, you should be able to upload your file into this website:

<http://www.mijo.com/dps>

username: cineplexincoming

password: cininc1152

If you have any problems accessing the server, please contact dps@mijo.com.

Once your file is completely uploaded, please send an e-mail to DPS@mijo.com and cc: Craig Lobo craig.loboc@cinplex.com Your email should note particulars of your creative delivery, including the exact file name(s) affiliated to your spot(s).

PRIVACY NOTICE – Although MIJO will do their best to remove material as it has been uploaded, your files (names only) may, for a short time be viewable by others visiting this FTP address – files cannot be downloaded by anyone except for MIJO. If you are concerned about privacy issues, your safest bet would be to provide your material in hard copy format to MIJO or Cineplex Media by the deadlines assigned by your sales rep.

Thank you for your business!