



CINEPLEX MEDIA

CINEMA MEDIA KIT

2014

DELIVERING THE HEART OF THE CONSUMER

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NO OTHER MEDIA ENGAGES





LIKE THE CINEMA EXPERIENCE



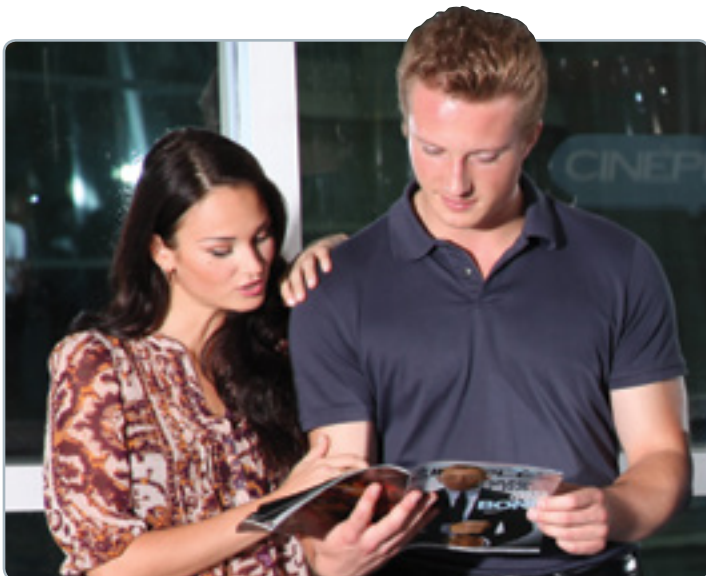


THE CINEPLEX MEDIA ADVANTAGE

From introduction to relationship, no other advertising partner can offer you and your consumer an engagement opportunity like Cineplex Media's cinema experience.

"Going to the Movies" is so much more than a movie. It's an outing, an event that the moviegoer, your consumer, looks forward to; and that puts them in a positive mood from the moment they make their movie-going decision.





Cineplex Media connects you and your consumer through well-placed digital ads from the time they begin their mobile or online search for titles, times and theatres and purchase their tickets via computer, tablet or phone.

And that's only the beginning.

Once your customer, our guest, arrives at the theatre, you can engage them via Digital Signage and Backlit ads in our lobbies and spend time with them, either through ads or sponsored/customized content, as they read *Cineplex Magazine* or *Le magazine Cineplex*.

But the real action begins when the lights go down. Our guests are in their seats, not distracted by phones, channel switching or the outside world.

That's when you can engage with them through game play, commercial spots or customized content during the Pre-Show experience. Or wait to dominate their senses by having your message run just prior to the Coming Attractions and the movie they're here to see.

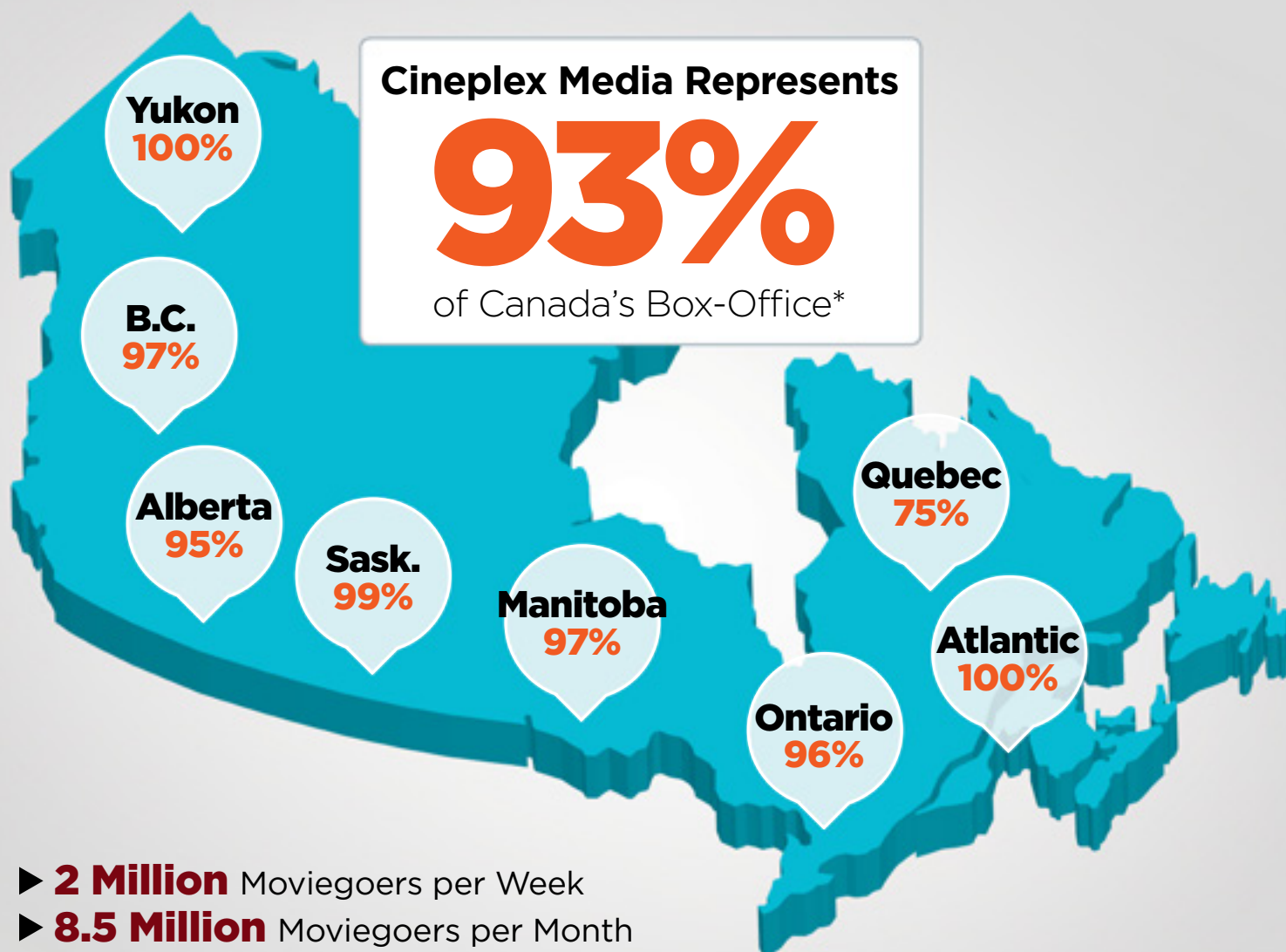
But we're not done yet. After you've engaged your consumers throughout their cinema experience, put your product in their hands or let them experience it via a Kiosk activation as they exit the theatre.

Cineplex Media has you covered from the very start of the consumer's night out until they walk out our doors.



It's The Cineplex Media Advantage.

COAST-TO-COAST CINEMA COVERAGE



(Average reported attendance for Cineplex Media represented theatres LTM 2012/13) *Rentrak

Cineplex Media Sales

SALES@CINEPLEX.COM | WWW.CINEPLEXMEDIA.COM

ATLANTIC

902.404.8124

QUEBEC

514.868.0005

TORONTO

416.539.8800

OTTAWA

613.440.1358

MANITOBA/ SASKATCHEWAN

204.396.3044

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COMING ATTRACTIONS



Tom Cruise and Emily Blunt star in *Edge of Tomorrow*, a summer blockbuster hitting theatres in June

January



Julianne Moore in *Seventh Son*

SEVENTH SON

DIRECTOR: Sergei Bodrov

STARRING: Ben Barnes, Jeff Bridges, Julianne Moore

The grizzled John Gregory (Bridges) is a Spook — a man tasked with battling demons. Centuries ago he imprisoned powerful witch Mother Malkin (Moore), but she's escaped and Gregory must train the seventh son of a seventh son (Barnes) to help him take down "Mommie Dearest".

OPENS JANUARY 17

I, FRANKENSTEIN

DIRECTOR: Stuart Beattie

STARRING: Aaron Eckhart, Yvonne Strahovski, Bill Nighy

Based on the graphic novel of the same name, which in turn is

inspired by Mary Shelley's gothic horror tale. Eckhart stars as Adam Frankenstein, the reanimated creation of Dr. Frankenstein.

OPENS JANUARY 24

SABOTAGE

DIRECTOR: David Ayer

STARRING: Sam Worthington, Arnold Schwarzenegger, Mireille Enos

Corrupt DEA officer John "Breacher" Wharton (Schwarzenegger) and his team raid a drug cartel's safe house to steal millions of dollars. They think they got away with it — until an assassin starts picking off the team members one by one.

OPENS JANUARY 24

February

THE LEGO MOVIE

DIRECTORS: Phil Lord, Chris Miller and Chris McKay

VOICES: Channing Tatum, Chris Pratt, Will Ferrell

Warner Brothers and LEGO join forces to create their very own *Toy Story*. This animated/stop-motion pic finds an everyday LEGO building block named Emmet (Pratt) joining LEGO's master builders — including Superman (Tatum), Batman (Will Arnett) and Wonder Woman (Cobie Smulders) — to help stop Lord Business (Ferrell) from destroying the LEGO universe.

OPENS FEBRUARY 7

VAMPIRE ACADEMY: BLOOD SISTERS

DIRECTOR: Mark Waters

STARRING: Zoe Deutch, Danila Kozlovsky, Olga Kurylenko

Hollywood's love affair with young, good-looking vampires continues as the first book in author Richelle Mead's bestselling Young Adult

series *Vampire Academy* hits screens. Former Disney TV star Deutch plays Rose Hathaway, a half-human, half-vampire who serves as the bodyguard and BFF of vampire princess Lissa (Kozlovsky). The supernatural babes attend St. Vladimir's Academy — a supposed safe haven for vamps — that's actually teeming with danger.

OPENS FEBRUARY 14

NON-STOP

DIRECTOR: Jaume Collet-Serra

STARRING: Liam Neeson, Julianne Moore, Corey Stoll

Neeson reteams with his *Unknown* director Collet-Serra for this action/thriller set on a transatlantic flight heading from New York to London. The chilling twist this time? Neeson is a U.S. air marshal who receives texts stating that one passenger will be killed every 20 minutes unless \$150-million is transferred into an untraceable bank account.

OPENS FEBRUARY 28



Muppets Most Wanted star Ricky Gervais with Miss Piggy and Kermit

March

MUPPETS MOST WANTED

DIRECTOR: James Bobin

STARRING: The Muppets, Ricky Gervais, Tina Fey

The success of 2011's *The Muppets* proved people still love the furry felt puppets more than 40 years after they debuted on TV's *Sesame Street*. This sequel finds the gang embarking on a European tour that turns into a disaster when Kermit is confused for look-a-like Constantine, a notorious criminal involved in a jewel heist.

OPENS MARCH 21

DIVERGENT

DIRECTOR: Neil Burger

STARRING: Shailene Woodley, Kate Winslet, Theo James

Another popular Young Adult book becomes a film, this one set in a dystopian future where people are slotted into one

of five groups based on personality traits. However, the smart, brave and curious Tris Prior (Woodley) doesn't fall into a single group, and upsets the social apple cart when she moves between affiliations.

OPENS MARCH 21

NOAH

DIRECTOR: Darren Aronofsky

STARRING: Russell Crowe, Jennifer Connelly, Emma Watson

When Noah's (Crowe) warning that God will bring forth a great flood to punish humanity for its mistreatment of the Earth falls on deaf ears, he takes wife Naameh (Connelly) and their children (Watson, Logan Lerman and Douglas Booth) into the wilderness where he sets out to build an ark to survive the Armageddon.

OPENS MARCH 28



The LEGO Movie

COMING ATTRACTIONS

Captain America: Winter Soldier
star Chris Evans

April



Rio 2's pretty birds

RIO 2

DIRECTOR: Carlos Saldanha

VOICES: Jesse Eisenberg,
Anne Hathaway, Leslie Mann

Rio's two blue macaw lovebirds

Jewel (Hathaway) and Blu (Eisenberg), along with their three kids, decide they want to experience life in the wild, so they fly from Rio

to the Amazon rainforest. The domesticated family quickly learns fending for itself in the wild sure is fowl.

OPENS APRIL 11

CAPTAIN AMERICA: WINTER SOLDIER

DIRECTOR: Anthony Russo,
Joe Russo

STARRING: Chris Evans,
Scarlett Johansson,
Samuel L. Jackson

Iron Man 3 launched Marvel Studios' "Phase Two," which takes its casts of superheroes into a post-Avengers universe. Here, 1940s supersoldier Captain America (Evans) continues to feel out of place in the fast-paced 21st-century. But his moral code and superior fighting skills are needed when he teams with Black Widow (Johansson) to find a traitor lurking within the U.S. Government.

OPENS APRIL 4

THE QUIET ONES

DIRECTOR: John Pogue

STARRING: Jared Harris,
Sam Claflin, Olivia Cooke

British horror studio Hammer's latest is this 1970s-set ghost story that stars Harris as an Oxford professor who leads a group of students in an experiment to see if, using negative energy, they can create a poltergeist.

OPENS APRIL 11

TRANSCENDENCE

DIRECTOR: Wally Pfister

STARRING: Johnny Depp,
Rebecca Hall, Morgan Freeman

Christopher Nolan's longtime cinematographer Pfister makes his directing debut with this sci-fi about a woman (Hall) who uploads the brain of her murdered, computer scientist husband (Depp) into a mainframe where he attempts to transform computers into machines that can think for themselves.

OPENS APRIL 18

May

THE AMAZING SPIDER-MAN 2

DIRECTOR: Marc Webb

STARRING: Andrew Garfield,

Emma Stone, Jamie Foxx

Andrew Garfield once again squeezes into that spandex suit to play the web-slinging superhero in this sequel to *The Amazing Spider-Man*. Peter's still adjusting to his roles as crime-fighter and boyfriend to Gwen Stacy (Stone) when Harry Osborn (Dane DeHaan) and two new villains — Electro (Foxx) and The Rhino (Paul Giamatti) — arrive to make trouble.

OPENS MAY 2

GODZILLA

DIRECTOR: Gareth Edwards

STARRING: Elizabeth Olsen,

Aaron Taylor-Johnson

The dormant Godzilla franchise wakes up with this reboot that finds the giant monster — based on the design of the original creature from the 1954 Japanese film — attacking the world. Taylor-Johnson plays a military officer and Olsen plays a nurse, both of whom get caught up in Godzilla's path of destruction.

OPENS MAY 16

X-MEN: DAYS OF FUTURE PAST

DIRECTOR: Bryan Singer

STARRING: James McAvoy,

Michael Fassbender,

Hugh Jackman

Director Singer's sequel to the stylish *X-Men: First Class* finds the aged Charles Xavier (Patrick Stewart) and Magneto (Ian McKellen) sending Wolverine (Jackman) into the past where he must convince the younger Xavier (McAvoy) and Magneto (Fassbender) to work together to stop a catastrophic event from occurring.

OPENS MAY 23

MALEFICENT

DIRECTOR: Robert Stromberg

STARRING: Angelina Jolie,

Elle Fanning

This Disney fantasy recounts the trials of Sleeping Beauty's wicked fairy godmother Maleficent (Jolie). We learn that Maleficent wasn't actually born bad, but rather was the protector of her forest kingdom. It turns out it was a betrayal that turned her heart to stone.

OPENS MAY 30



How to Train Your Dragon gets a sequel

June

EDGE OF TOMORROW

DIRECTOR: Doug Liman

STARRING: Tom Cruise,

Emily Blunt, Bill Paxton

Based on the Japanese graphic novel *All You Need is Kill*, this sci-fi stars Cruise as a futuristic soldier sent on a suicide mission against an alien enemy. He is killed almost instantly but, instead of dying, he reawakens to live the same day over again, meaning he can learn, bit by bit, what it takes to defeat the enemy. Blunt plays against type as a tough-as-nails soldier.

OPENS JUNE 6

HOW TO TRAIN YOUR DRAGON 2

DIRECTOR: Dean DeBlois

VOICES: Jay Baruchel,

Gerard Butler, Kristen Wiig

Jay Baruchel returns to voice the

adventurous Viking Hiccup, who roams the skies with his dragon BFF Toothless. During one of their rides they come across an ice cave that's home to a slew of wild dragons and the mysterious Dragon Rider, who may prove a threat to the Viking people.

OPENS JUNE 20

22 JUMP STREET

DIRECTORS: Phil Lord

and Chris Miller

STARRING: Channing Tatum,

Jonah Hill

In 2012's *21 Jump Street*, Tatum and Hill played undercover cops who posed as high school students to break up a drug ring. Here, they'll pose as college students investigating criminal behaviour on campus, although it's not exactly clear what the naughty college kids are doing.

OPENS JUNE 13



Angelina Jolie in *Maleficent*

COMING ATTRACTIONS

July



Welcome back *Fast & Furious* franchise star Vin Diesel

FAST & FURIOUS 7

DIRECTOR: James Wan

STARRING: Vin Diesel, Dwayne Johnson, Jason Statham

The seventh installment of the vroom-vroom franchise sees Ian Shaw (Statham), the brother of bad guy Owen Shaw (Luke Evans) from *Fast & Furious 6*, seeking revenge against Dom (Diesel), Luke (Johnson) and Brian (Paul Walker).

OPENS: JULY 11

DAWN OF THE PLANET OF THE APES

DIRECTOR: Matt Reeves

STARRING: Andy Serkis, Jason Clarke

2011's *Rise of the Planet of the Apes* was an unexpected worldwide hit with audiences marvelling at Andy Serkis' motion-capture performance as genetically evolved ape Caesar. The sequel picks up a decade after the first film

in a world where the human survivors of a virus that killed billions live in fear of Caesar, who commands an ever-evolving ape kingdom.

OPENS JULY 18

JUPITER ASCENDING

DIRECTORS: Lana Wachowski

and Andy Wachowski

STARRING: Mila Kunis, Channing Tatum

The brother-sister directing team who gave us the eye-popping *Matrix* trilogy, and most recently the head-scratching *Cloud Atlas*, continues to push boundaries with this epic sci-fi about a Russian janitor named Jupiter Jones (Kunis) who learns she's destined to be the next Queen of the Universe. This makes the present Queen uneasy, so she sends a hybrid human/wolf (Tatum) to take her out.

OPENS JULY 25

August

GUARDIANS OF THE GALAXY

DIRECTOR: James Gunn

STARRING: Chris Pratt, Vin Diesel, Zoe Saldana

Marvel Films rolls out another team of cosmic superbeings, although this bunch has more in common with the morally questionable *Watchmen* than the heroic *Avengers*. Pratt stars as space pilot Star-Lord, who assembles a group that includes assassin Gamora (Saldana), muscle-bound Drax the Destroyer (Dave Bautista), tree-like warrior Groot (Diesel) and his furry friend Rocket Raccoon (voiced by Bradley Cooper) to battle the universe's bad guys.

OPENS AUGUST 1

DRACULA

DIRECTOR: Gary Shore

STARRING: Luke Evans, Sarah Gadon, Dominic Cooper

In this origin tale, we discover how 15th-century nobleman Vlad the Impaler (Evans) is forced to make a demonic deal with a bloodthirsty sultan to save his wife (Gadon) and child from harm.

OPENS AUGUST 8

THE EXPENDABLES 3

DIRECTOR: Patrick Hughes

STARRING: Sylvester Stallone

The Expendables franchise proves aging action stars don't fade away, but rather go to Bulgaria to shoot affordable movies that make money.

OPENS AUGUST 15



Josh Brolin in *Sin City: A Dame to Kill For*

SIN CITY: A DAME TO KILL FOR

DIRECTORS: Frank Miller, Robert Rodriguez

STARRING: Jessica Alba, Josh Brolin, Mickey Rourke

Eight years after *Sin City*, this sequel hits screens with four

new vignettes. Stories include stripper Nancy (Alba) grieving the death of Hartigan (Bruce Willis) and private eye Dwight (Brolin, who replaces Clive Owen from the first film) off to save another ex-lover (Eva Green) from an abusive partner.

OPENS AUGUST 22



Milla Jovovich will return for *Resident Evil 6*

September

RESIDENT EVIL 6

DIRECTOR: Paul W.S. Anderson
STARRING: Milla Jovovich, Sienna Guillory

The unstoppable sci-fi franchise hits the half-dozen mark with this latest pic about the superhuman Alice (Jovovich) and her band of human survivors fighting hordes of zombies and clones that were created after the evil Umbrella Corporation unleashed a virus.

OPENS SEPTEMBER 12

THE BOXTROLLS

DIRECTORS: Anthony Stacchi, Graham Annable
VOICES: Simon Pegg, Toni Collette, Ben Kingsley

From Laika, the animation studio that gave us *Coraline* and *ParaNorman*, comes this 3D, stop-motion tale about an

orphan boy named Egg who's taken in by box-shaped trolls who live underneath the city and come out at night to forage for trinkets and trash. Kingsley voices the villain.

OPENS SEPTEMBER 26

THE EQUALIZER

DIRECTOR: Antoine Fuqua
STARRING: Denzel Washington, Chloë Grace Moretz

Based on the 1980s TV show of the same name that starred Edward Woodward, this big-screen adaptation stars Washington as a retired government operative who helps regular folks seek justice. Here, he offers his services to a prostitute (Moretz), leading to blowback from the Russian mob.

OPENS SEPTEMBER 26

October

THE INTERVIEW

DIRECTORS: Seth Rogen and Evan Goldberg

STARRING: James Franco, Seth Rogen

Riding the wave of success from *This is the End*, directors Rogen and Goldberg reteam for this comedy about a TV interviewer (Franco) and his producer (Rogen) sent to North Korea to interview leader Kim Jong-un.

OPENS OCTOBER 10

THE JUDGE

DIRECTOR: David Dobkin

STARRING: Robert Downey Jr., Vera Farmiga, Robert Duvall

Downey plays a big-city lawyer who returns to his hometown to attend his mother's funeral. He just wants to do his duty and leave, but when he learns his father (Duvall), the town judge, is a suspect in a murder case, he decides to stick around.

OPENS OCTOBER 10



Frankenstein's
Daniel Radcliffe

FRANKENSTEIN

DIRECTOR: Paul McGuigan

STARRING: Daniel Radcliffe, James McAvoy

In 2014, Mary Shelley's *Frankenstein* tale inspires two pics — January's *I, Frankenstein* and this gothic drama that recounts the story from the point of view of Dr. Frankenstein's (McAvoy) hunchbacked assistant, Igor (Radcliffe).

OPENS OCTOBER 17



The Judge star
Robert Downey Jr.

COMING ATTRACTIONS



It's the beginning of the end for *The Hunger Games* stars Jennifer Lawrence and Josh Hutcherson

November

INTERSTELLAR

DIRECTOR: Christopher Nolan
STARRING: Anne Hathaway, Matthew McConaughey

Director Nolan's follow-up to *The Dark Knight Rises* is a big-budget sci-fi starring McConaughey as a scientist who leads a team of space explorers to a newly discovered wormhole that allows them to travel through time and into other dimensions. Expect Nolan to keep any other salient plot points under wraps as long as possible, just as he did with *Inception* and the *Dark Knight* series.

OPENS NOVEMBER 7

FURY

DIRECTOR: David Ayer
STARRING: Brad Pitt, Shia LaBeouf, Logan Lerman

In April 1945 an American tank crew, commanded by WarDaddy (Pitt), is caught behind Nazi lines and must fight its way through an increasingly desperate

German army that wants nothing more than to take out an Allied invader. Pitt and his co-stars took tank-driving lessons before filming began to ensure the authenticity of their manoeuvres.

OPENS NOVEMBER 14

THE HUNGER GAMES: MOCKINGJAY - PART 1

DIRECTOR: Francis Lawrence
STARRING: Jennifer Lawrence, Josh Hutcherson

The grand finale of the *Hunger Games* film series has been split up into two parts. *Part 1* picks up after the events of *Catching Fire* in which Katniss (Lawrence) survived the Quarter Quell, and now finds herself safely ensconced in rebel headquarters. As the rebels plan one final attack against Panem forces, Katniss must decide who to trust, and how far she'll go to help save her people.

OPENS NOVEMBER 21

December

EXODUS

DIRECTOR: Ridley Scott
STARRING: Christian Bale, Joel Edgerton

The hottest property in Hollywood continues to be the Bible as studios and filmmakers comb its pages for epic stories (all of which come free of charge). Director Scott casts Bale as Moses, who is chosen by God to free the Israelites from their bondage under Egyptian Pharaoh Ramses (Edgerton).

OPENS DECEMBER 12

TOMORROWLAND

DIRECTOR: Brad Bird
STARRING: George Clooney, Britt Robinson

Originally titled *1952*, this highly secretive Disney project has been confirmed as a sci-fi film that stars Clooney. That is all we know for sure, but indications point to a story revolving around the Disney theme parks' futuristic land, and including time travel. Call us intrigued.

OPENS DECEMBER 12

THE HOBBIT: THERE AND BACK AGAIN

DIRECTOR: Peter Jackson
STARRING: Martin Freeman, Ian McKellen

The final film in Jackson's second trilogy based on the works of J.R.R. Tolkien will include the epic *Battle of the Five Armies*, which sees Bilbo and the Dwarves, the men of Lake-town and the Giant Eagles face off against the nasty Goblins and Wargs.

OPENS DECEMBER 17

INTO THE WOODS

DIRECTOR: Rob Marshall
STARRING: Meryl Streep, Johnny Depp, Emily Blunt

This big-screen adaptation of composer Steven Sondheim's Broadway musical finds characters from different fairy tales working together to thwart an evil witch (Streep) who's put a curse on a baker and his wife (Blunt). Depp plays the Wolf from the *Red Riding Hood* tale.

OPENS DECEMBER 25



The Hobbit: There and Back Again star Martin Freeman


CINEPLEX MEDIA



CINEMA MEDIA OVERVIEW

Cineplex Movie Experiences



RealD 3D

- Crisp, bright, ultra-realistic 3D images
- RealD 3D adds depth that puts you in the thick of the action
- RealD is the world's most widely used 3D cinema technology
- It's 100% digital so delivers a stunningly realistic and fully immersive entertainment experience every time



D-BOX

- D-BOX Motion Code motion effects are specifically programmed for each visual image and sent to a motion generating system integrated with either a platform or a seat
- The resulting motion is perfectly synchronized with all onscreen content, creating an unmatched, realistic, immersive experience



UltraAVX

- Wall-to-wall screens
- 7.1 Dolby Digital surround sound
- Reserved seating in wide, high-backed, rocker seats
- Premium priced
- 50 screens across the country



IMAX

- Crystal-clear images
- IMAX's customized theatre geometry
- Powerful digital audio
- A unique environment that will make audiences feel as if they are in the movie



V.I.P.

- Reserved, luxurious seating
- 18+/19+ admission (by province)
- In-seat food and beverage service
- Private licensed lounge
- Specialty food menu



Cinema Delivers the Hearts of Consumers

With consumers' entertainment dollars being stretched further than ever and more entertainment options fighting for those dollars, cinema remains the choice of Canadians. In the past 12 months, more than **102 million Cineplex Media moviegoers** have attended the movies. No channel switching, commercial zapping or multi-tasking to distract moviegoers from your message. Impact Research consistently reveals cinema's strong Ad Awareness, Brand Recall and Purchase Intent. It all means ad messages in cinema reach the Heart of the Consumer (thanks to your ad's effectiveness, your budget truly delivers the audience you buy).

Cinema provides a cost-efficient night out for our movie-going consumers. It's still a treat to get out of the house and see the best that Hollywood and the film industry have to offer — something even the cable series can't provide.

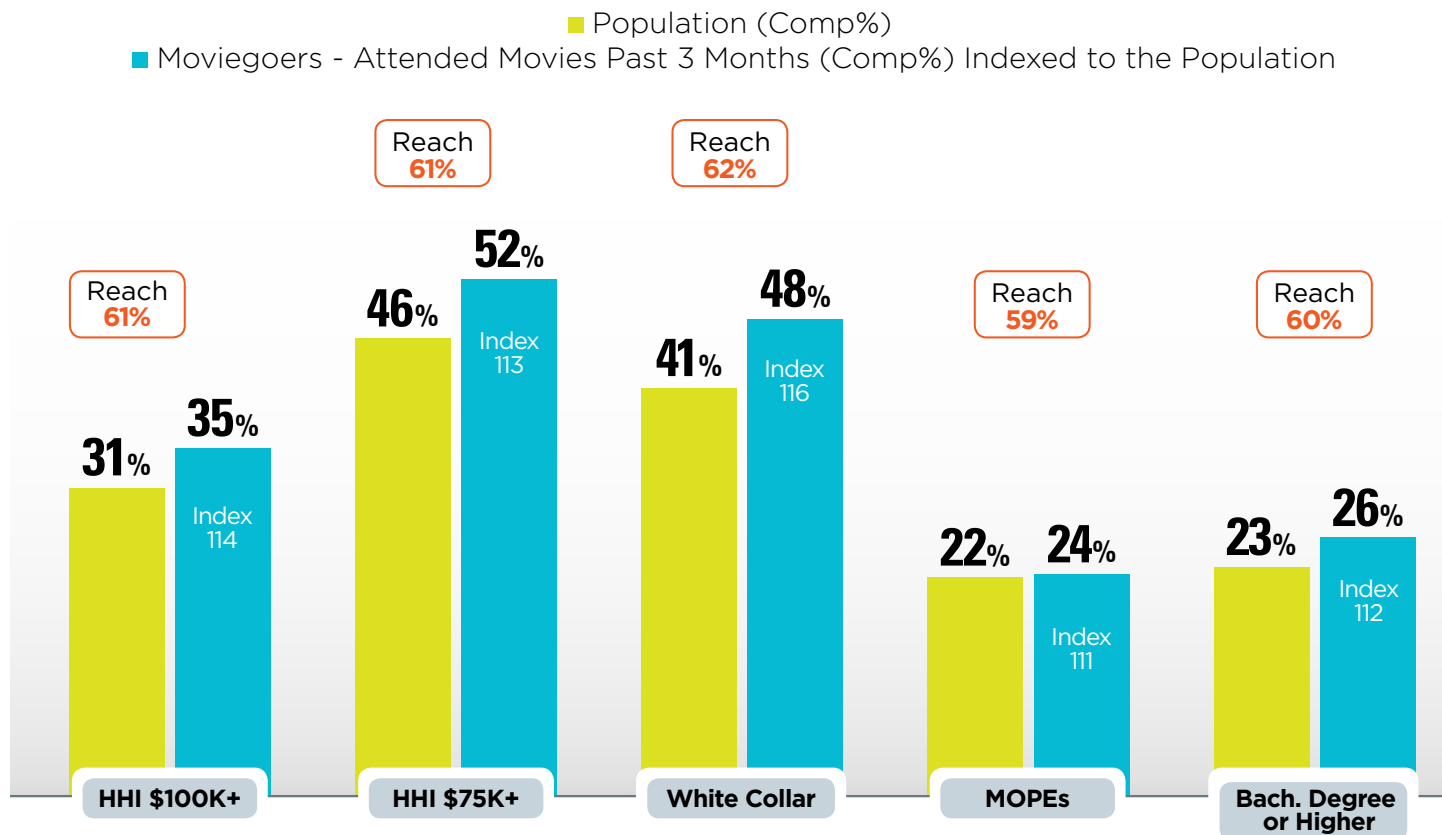
- **The BEST way to showcase creative or launch a new spot**
- **Delivers 75% higher emotional engagement than TV**
- **Engages consumers 3.5 times longer than TV**

SOURCE: Cineplex Media Customer Research, April 2013



CINEMA MEDIA OVERVIEW

Cinema Drives Strong Reach and Composition



SOURCE: PMB Spring 2013

Cinema Delivers Strong Reach of Key Demos

Attended the movies in the past three months indexed to the population

74% of P12-24 (Index 136)

69% of A18-34 (Index 126)

65% of P12-49 (Index 118)

SOURCE: PMB Spring 2013

Moviegoers Attend Movies an Average of 5.2 Times Per Year

For those who have attended a movie in the past year

12% Attended Movies **4+ TIMES**

49% Attended Movies **2 TIMES**

91% Attended Movies **ONCE**

In the Past 3 Months

SOURCES: PMB Spring 2013, SCENE Database

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs



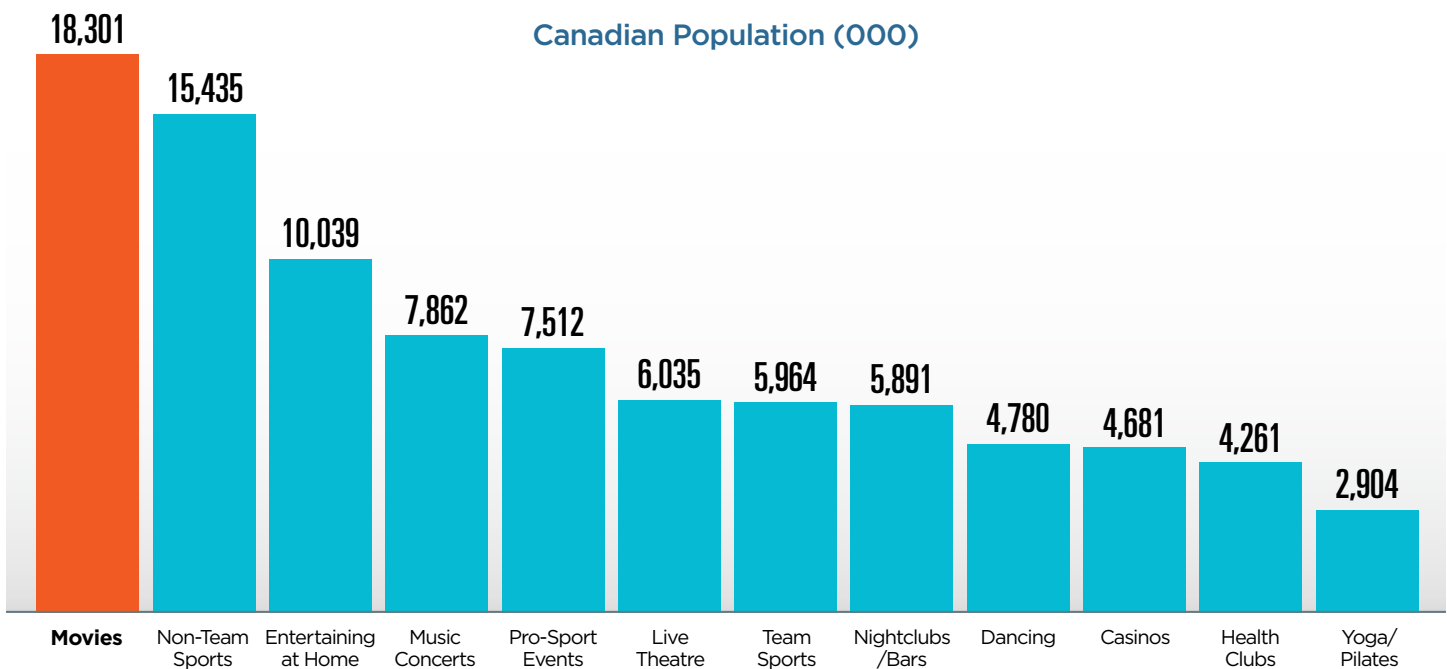
**Movies Are
The Thing To Do!**

Movies rank number one against all these other activities while still remaining less expensive than most!

Canadians' Entertainment Lifestyle

Leisure Activities Participated In/Attended Over Past 12 Months

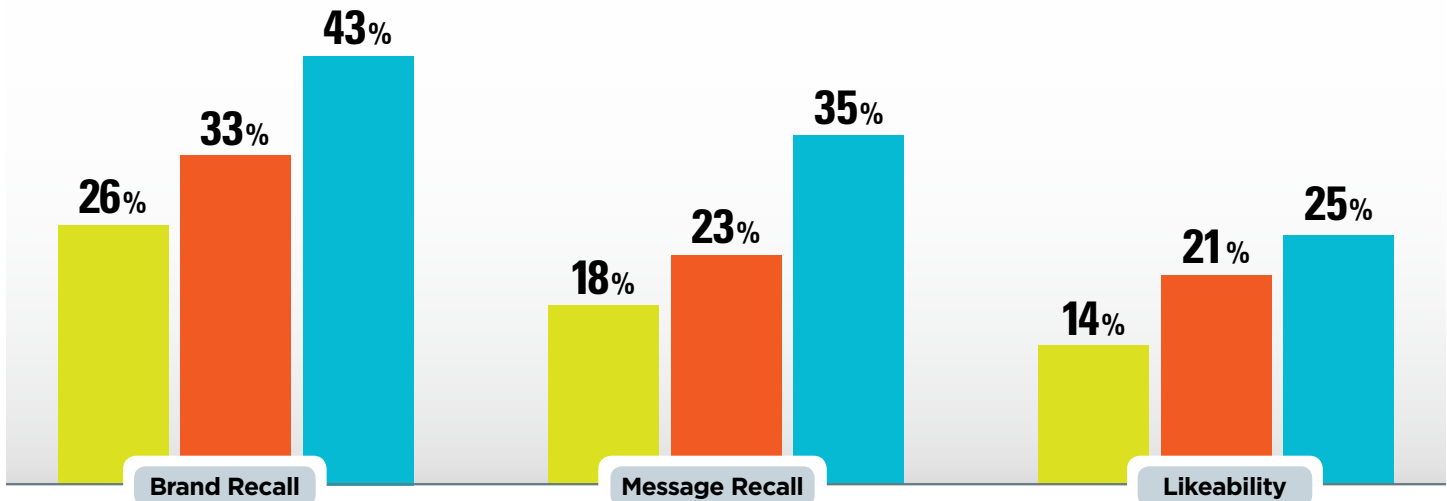
Canadian Population (000)



SOURCE: PMB Spring 2013

Cinema and Television: The Perfect Combination for Stronger Awareness

■ Exposed to TV Only ■ Exposed to Cinema Only ■ Exposed to Both TV & Cinema

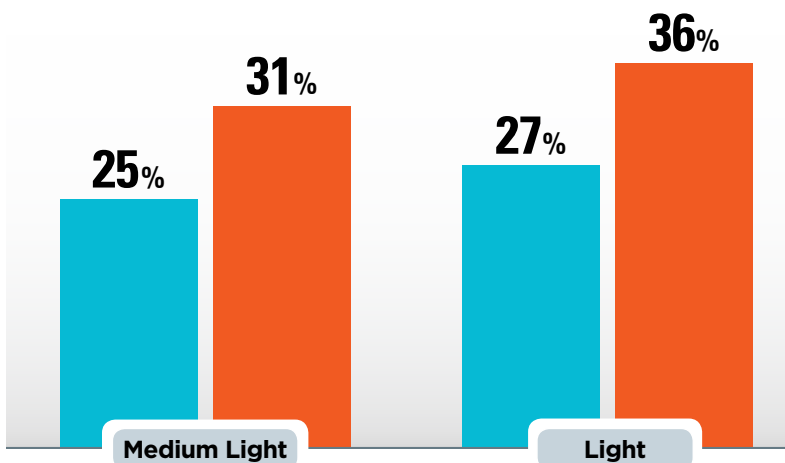


SOURCE: Nielsen Brand Effect (formerly IAG), Jan 2007-July 2012, TV recall is within 24 hours, cinema recall is within seven days. TV alone sample: 522K, cinema alone sample: 106K, combined sample: 22K

Movies Deliver Light TV Viewers

■ Average TV Viewing Quintile
(Composition Total Toronto PMB 2013 Spring)

■ Moviegoers TV Viewing Quintiles
(Composition Cinema Ad Impact Study-Toronto 2013)



Moviegoers Are More Likely to Avoid TV Commercials

Mute Commercials:
19% (Index 103)

Fast-Forward
Through Commercials:
33% (Index 123)

Switch TV Channels
During Commercials:
51% (Index 109)

SOURCE: PMB Spring 2013-Attended Movies in the Past 3 Months, Frequently/Usually



The Happy Place

Movie theatres are happy places. Movies provide consumers with an escape from the world for a short time, allowing them to fully immerse themselves in the story on the screen. Thus the actual act of “going to the movies” is a positive experience.

“Going to the movies” is often the catalyst for more entertainment, be it seeing friends, loved ones, dinner or shopping.

In a recent Media Behavior Institute U.S. study (Touchpoints 2013):

- 62% of moviegoers used the term “happy” when describing their state of mind at the movies.
- 29% described themselves as “excited”.
- No other media came closer than 10% when asked the same questions.

A U.S. National Omnibus Study shows (Phoenix Marketing International, May 2013):

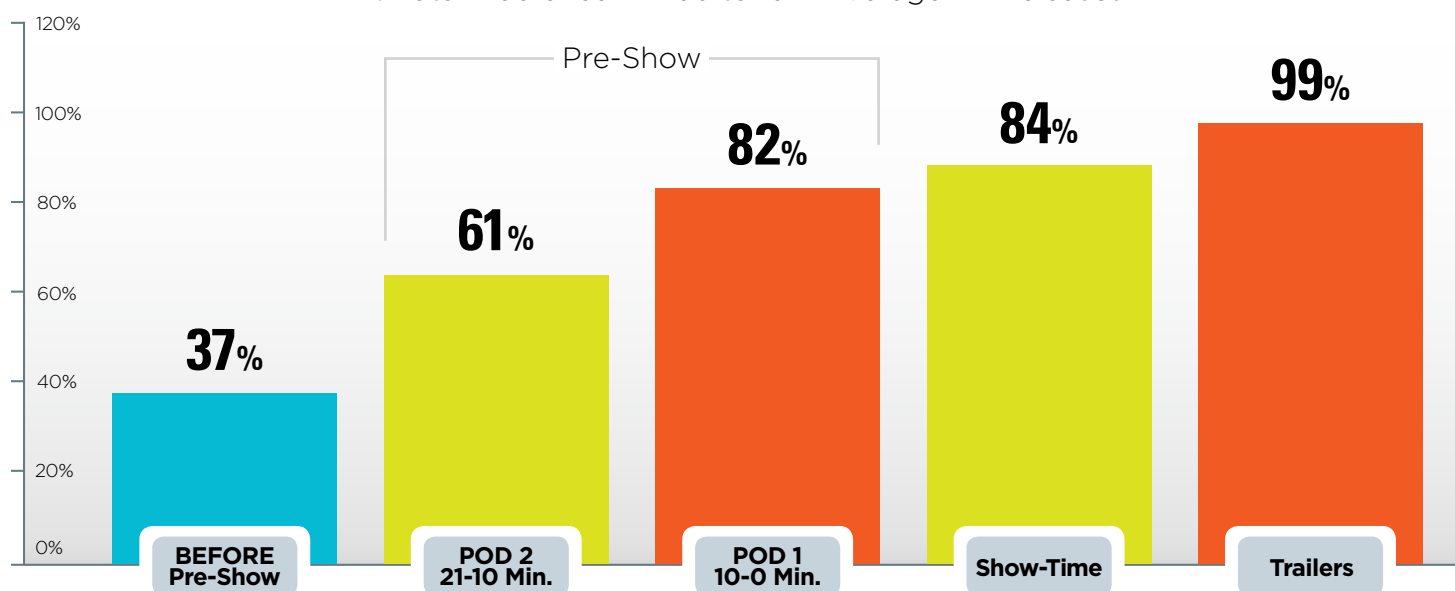
- A18-59 - 49% of moviegoers believe ads “added to their enjoyment”.
- With women, it increases to 52%!
- With A18-34, it increases to 54%!

Showcase your brand in a theatre full of non-distracted, engaged and happy consumers who are interested in what you have to tell them.

No other media can deliver that.

Moviegoers Are in Their Seats Early

% Total Audience in Auditorium Average All Releases

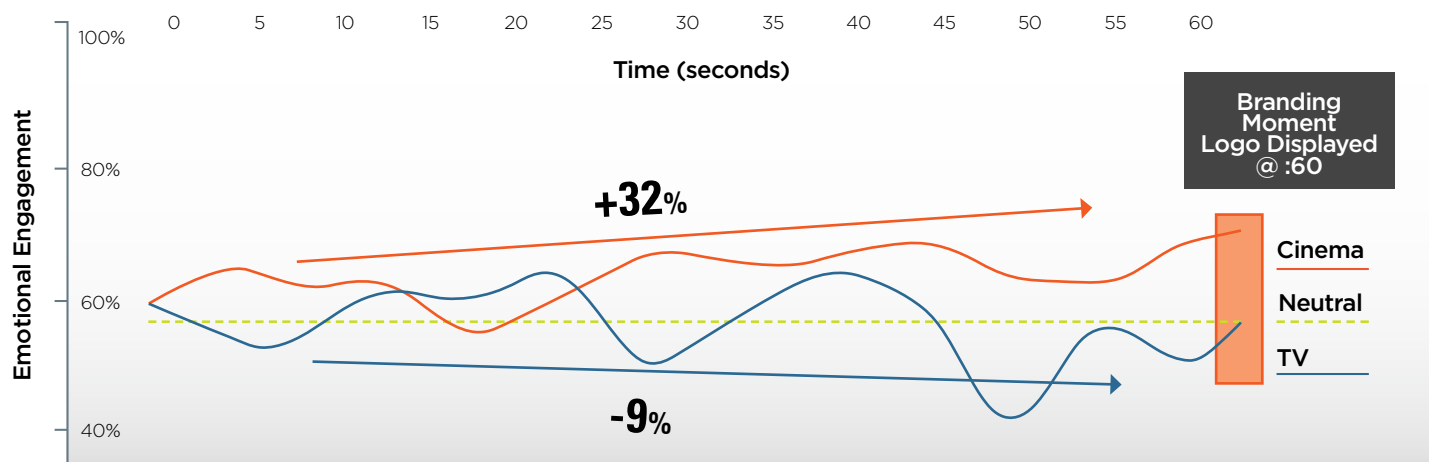


SOURCE: Audience Arrival Audit 2012, Strategic Marketing Counsel

Cinema Delivers 41% More Engagement Than the Same :60 Second Spot on TV

Emotional Engagement Comparison

Retail Advertiser



SOURCE: NCM Measuring the Magic of the Movies Study, Innerscope Research, Inc. 2011

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs





Surround Your Customer

Maximize your brand's impact by integrating your message across multiple platforms throughout the consumer's movie-going experience.

Integrated in-cinema executions not only deliver frequency and awareness, but also drive efficiency.

Cineplex Media's integrated solutions begin before the moviegoer arrives by providing brands access to online and mobile theatre and movie listings and digital ticketing.

The engagement even continues after the moviegoer has left the cinema thanks to sampling and coupon offers. **Not to mention, 36% of *Cineplex Magazine's* readers read the magazine at home!***

Surround, engage, interact and sell.

*PMB 2013 Spring

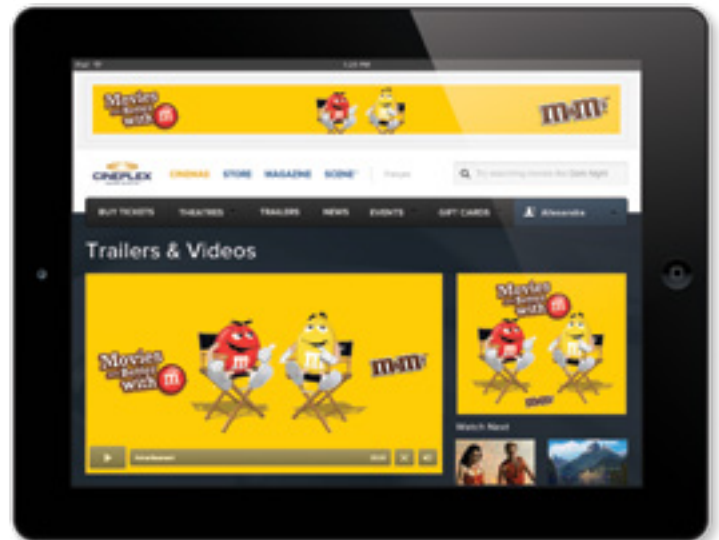
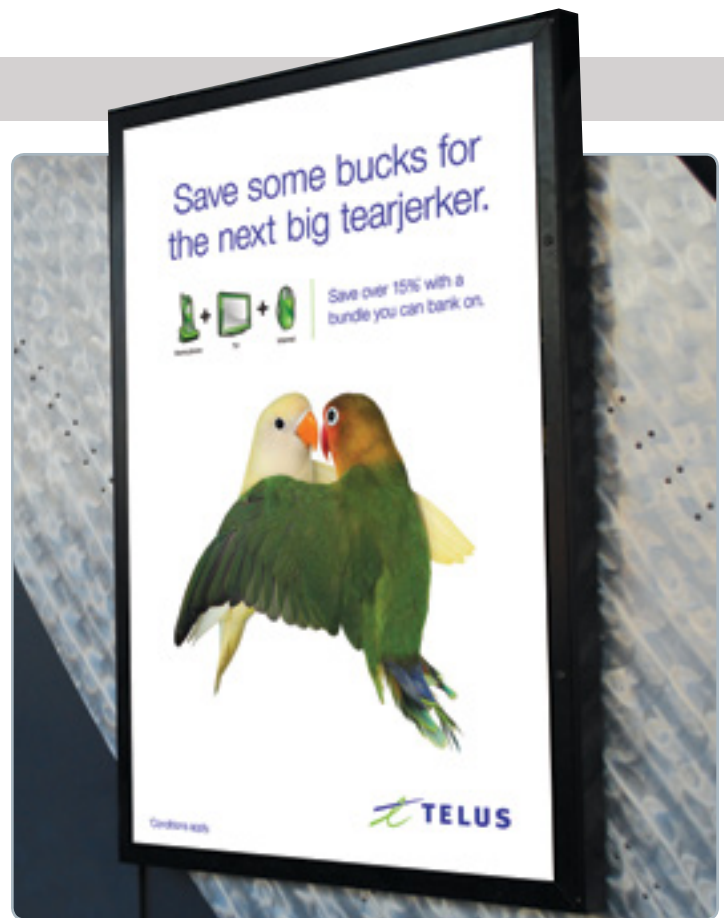
Domination

The best way to make an impact with your consumer is to use all the media touch points that Cineplex Media has to offer.

A well-executed multimedia campaign always delivers the goods. Now think about being able to do that all under one roof, in a tightened time period.

Cineplex Media's integrated solutions can deliver that kind of impact. Online and Mobile ads make the introduction. Dominating Lobby Signage, Wraps and Clings complement your on-screen and magazine messaging. And in-lobby activation drives the point home.

It's a multimedia, consumer engagement opportunity waiting to happen



Case Study #1

MAZDA 6

Experience the New Mazda 6

Challenge: Introduce the totally new Mazda 6 to the Montreal market and separate it from the saturated mid-size car market by extolling its “exciting to drive” attitude.

Solution:

Surround the car buyers with multiple media executions that communicate the technology and excitement of the new 6.

- Interactive Mazda D-Box “Test Drive Experience”
- Utilize Cineplex’s D-Box (motion seats) technology to provide consumers with a fun and engaging Mazda 6 “Test Drive”
- POD 1 Pre-Show :30 creative in 20 top Montreal theatres
- Digital Lobby Signage :30 in the six top Montreal theatres
- Lobby Standees draw additional attention, and link product to the movie experience
- Domination of Cineplex.com for the French market

Result:

The Cineplex Media campaign exceeded client expectations.

- 17,243 interactive Mazda 6 “Test Drives”
- Mazda D-Box “Test Drive Experience” seen by 415,000+ consumers
- 42,336 Pre-Show spots reached more than 1 million consumers
- Digital Lobby Screens delivered more than 34,000 impressions



Talk to your Cineplex Media Account Manager for specific packages, updated data and costs


CINEPLEX MEDIA

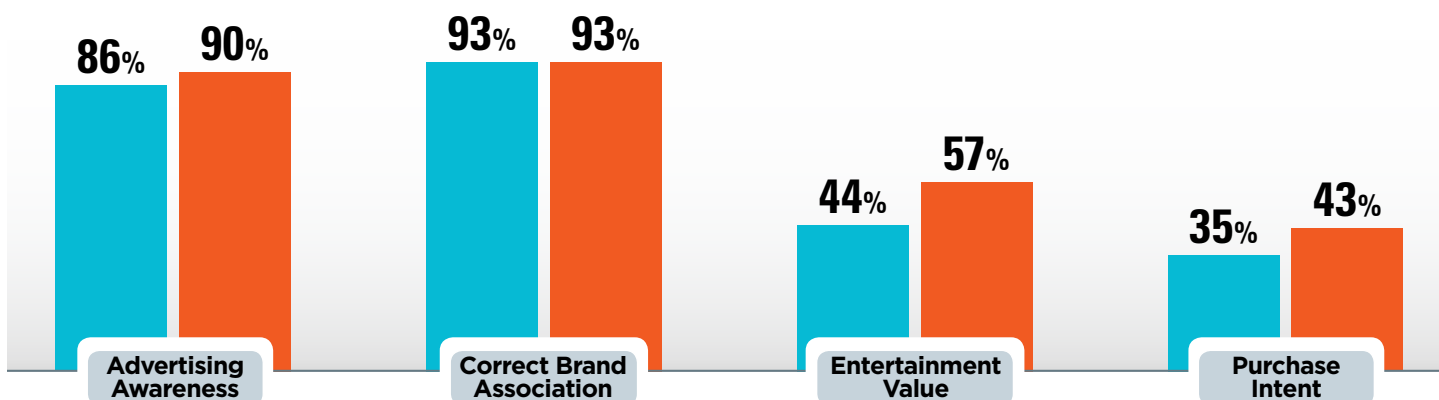


SHOW-TIME

SHOW-TIME ADVERTISING

3D Cinema Executions Heighten Awareness, Entertainment and Purchase Intent

■ Average 2D Executions ■ Average 3D Executions



SOURCE: Cinema Advertising Impact Study - 2D + 3D Campaigns 2009, 2012, Strategic Marketing Counsel

3D Ads

When moviegoers want to take their experiences to the next level, they choose 3D. Go there with them by ensuring your clients/brands are in front of 3D features! Cineplex Media can have your creative converted to 3D. **Stand out** – literally!

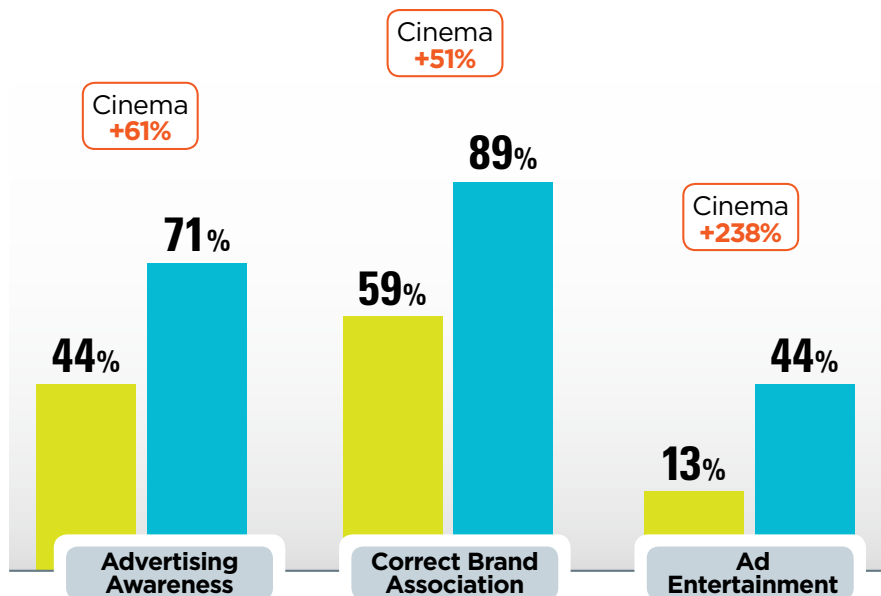


84% of the Total Audience is Seated.

SOURCE: 2012 Strategic Marketing Counsel

Show-Time Delivers More Impact Than TV

■ TV* ■ Cinema Show-Time**



SOURCES: *Nielsen Advertising Fact Sheet Sept 2010, USA
**Cinema Advertising Impact Study 2007-2013, Strategic Marketing Counsel



Get Your Brand on the Big Screen

Lowered lights, full digital sound — as big as the movie trailers that follow, Show-Time advertising gets your brand as close to the motion-picture experience as possible.

You have a captive audience; in fact **84% are in their seats waiting to see your brand** in action. No repeats, no late-night spots, no airing on channels that don't match your target or brand. Instead, your brand is featured in a premiere property every time your spot runs.

With Show-Time advertising your brand will be "Coming Soon" to your consumer's home.

2014 Production Schedule:

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	Nov 29, 2013	4
FEB	Jan 31 - Feb 27	Jan 10, 2014	4
MAR	Feb 28 - Mar 27	Feb 7, 2014	4
APR	Mar 28 - May 1	Mar 7, 2014	5
MAY	May 2 - May 29	Apr 11, 2014	4
JUNE	May 30 - June 26	May 9, 2014	4
JULY	June 27 - July 31	June 6, 2014	5
AUG	Aug 1 - Aug 28	July 11, 2014	4
SEPT	Aug 29 - Sept 25	Aug 8, 2014	4
OCT	Sept 26 - Oct 30	Sept 5, 2014	5
NOV	Oct 31 - Nov 27	Oct 10, 2014	4
DEC	Nov 28 - Jan 1	Nov 7, 2014	5
JAN	Jan 2 - Jan 29	Nov 28, 2014	4

Additional week needed for theatres requiring 35mm film

National Show-Time Rates: PER SCREEN COST

310 Theatres — 2,364 Screens	
:05 second	\$38
:10 second	\$63
:15 second	\$76
:20 second	\$94
:30 second	\$116
:45 second	\$157
:60 second	\$232

Premiums apply to high-demand months of May, June, July, August, November and December. Rates are correct at time of printing and based on a National campaign. Please contact your Cineplex Media Account Manager for details.

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

URBAN PLANET

www.urban-planet.com

Case Study #2

URBAN PLANET

Producing Cinema-Quality Creative

Challenge:

Urban Planet, a high-profile urban youth clothing retailer, was eager to get its message out to teens and young adults in the key Back-to-School time period through to Holiday 2013. But they had no commercial creative to use during this highly competitive time.

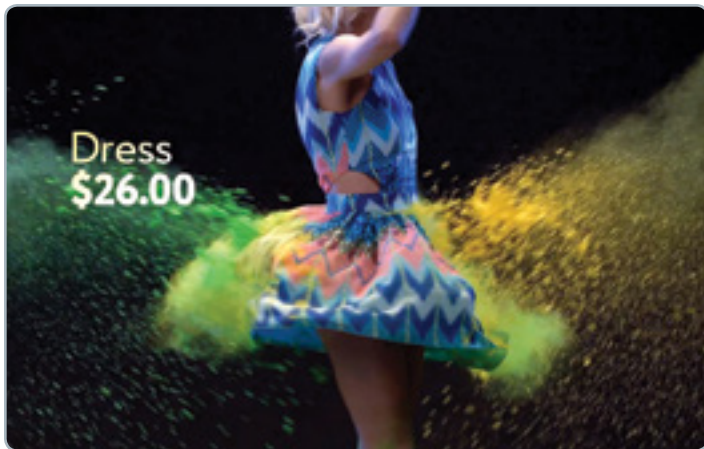
Solution:

Partner with Cineplex Media to develop an effective campaign utilizing Show-Time ad placement. Knowing that cinema delivers Urban Planet's key target and offers the perfect environment to showcase its new styles and product, Urban Planet just needed the creative.

Cineplex's production department created 3 x :30 second Urban Planet spots for hundreds of thousands of dollars less than a traditional agency spot, but with the same quality and impact.

Result:

Urban Planet was able to deliver a strong, quality brand message in the highly competitive and lucrative Back-to-School period with highly targeted and engaging media.



Talk to your Cineplex Media Account Manager for specific packages, updated data and costs


CINEPLEX MEDIA



PRE-SHOW

Be a Part of the Show

The Pre-Show is an affordable and impactful way to advertise on the big screen. It delivers quality sight and sound, engaging the moviegoer with content and key advertising messages.

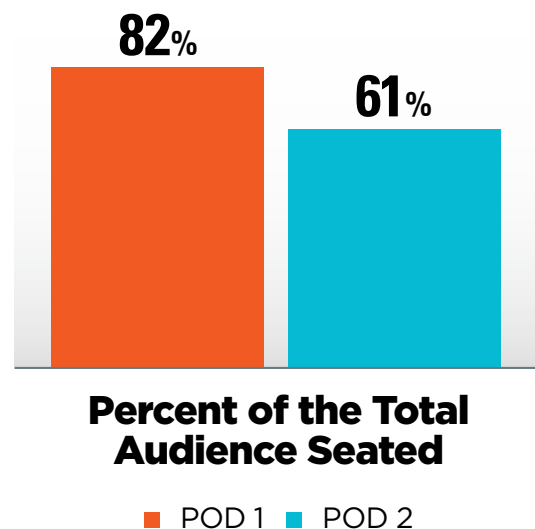
The Pre-Show allows you to customize content, sponsor specific segments or place your spot in a key location.

You are the focal point of the audience's attention. Whether through ad placement or content integration, Pre-Show delivers.

The Pre-Show is available in two Pods.

Pod 1 begins 10 minutes (15 minutes in Nov. and Dec.) prior to show time when up to **82% of guests are already seated**.

Pod 2 delivers an extremely cost-effective way to reach a significant portion of the theatre crowd. Starting 21 minutes prior to the start of show time, up to **61% of the crowd is already seated**.

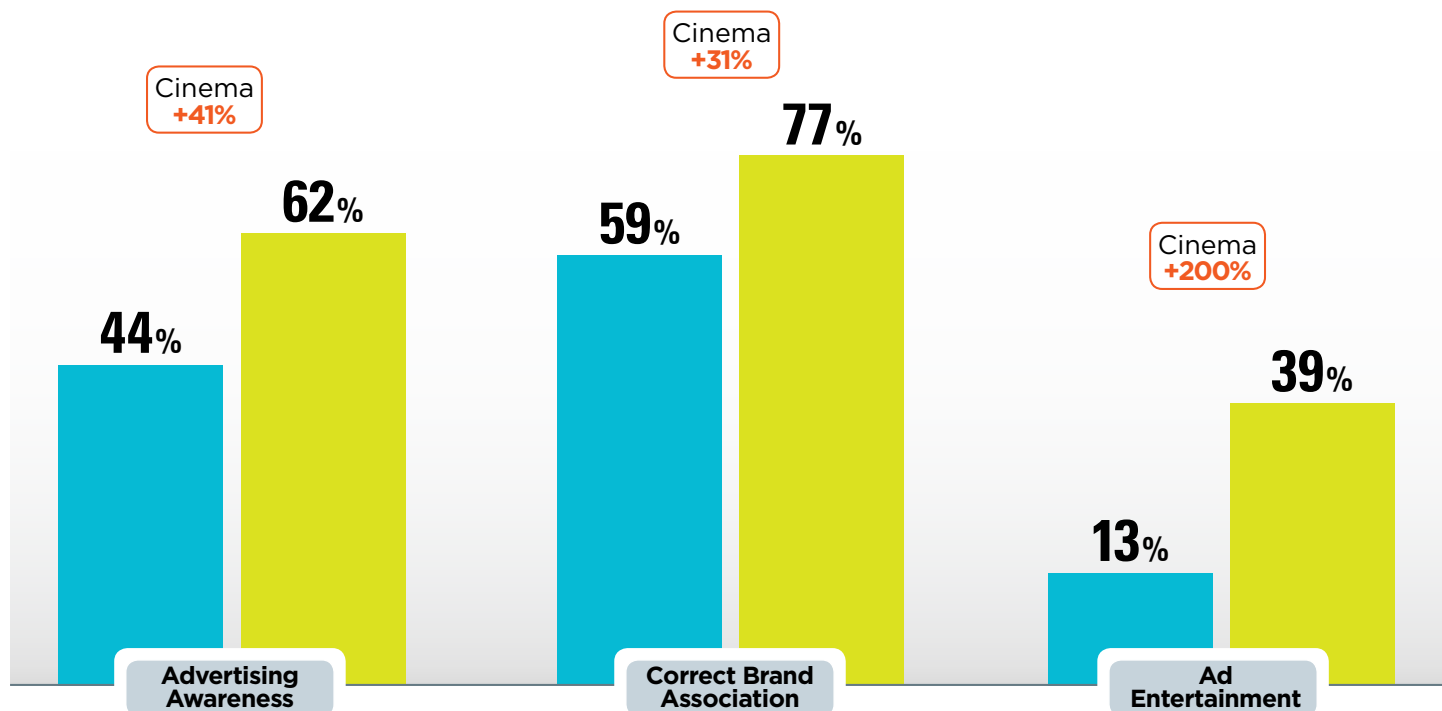


Percent of the Total Audience Seated

POD 1 POD 2

Pre-Show Delivers More Impact Than TV

TV* Cinema Pre-Show**



SOURCES: *Nielsen Advertising Fact Sheet Sept. 2010, USA;

**Cinema Advertising Pre-Show Study 2007-2012, Strategic Marketing Counsel

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

2014 Production Schedule: DIGITAL PRE-SHOW CONTENT

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	Nov 29, 2013	4
FEB	Jan 31 - Feb 27	Jan 3, 2014	4
MAR	Feb 28 - Mar 27	Jan 31, 2014	4
APR	Mar 28 - May 1	Feb 28, 2014	5
MAY	May 2 - May 29	Mar 28, 2014	4
JUNE	May 30 - June 26	May 2, 2014	4
JULY	June 27 - July 31	May 30, 2014	5
AUG	Aug 1 - Aug 28	July 4, 2014	4
SEPT	Aug 29 - Sept 25	Aug 1, 2014	4
OCT	Sept 26 - Oct 30	Aug 29, 2014	5
NOV	Oct 31 - Nov 27	Oct 3, 2014	4
DEC	Nov 28 - Jan 1	Oct 31, 2014	5
JAN	Jan 2 - Jan 29	Nov 28, 2014	4

2014 Production Schedule: CINEPLEX HD DIGITAL PRE-SHOW

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	Dec 13, 2013	4
FEB	Jan 31 - Feb 27	Jan 22, 2014	4
MAR	Feb 28 - Mar 27	Feb 19, 2014	4
APR	Mar 28 - May 1	Mar 19, 2014	5
MAY	May 2 - May 29	Apr 23, 2014	4
JUNE	May 30 - June 26	May 21, 2014	4
JULY	June 27 - July 31	June 18, 2014	5
AUG	Aug 1 - Aug 28	July 23, 2014	4
SEPT	Aug 29 - Sept 25	Aug 20, 2014	4
OCT	Sept 26 - Oct 30	Sept 17, 2014	5
NOV	Oct 31 - Nov 27	Oct 22, 2014	4
DEC	Nov 28 - Jan 1	Nov 19, 2014	5
JAN	Jan 2 - Jan 29	Dec 12, 2014	4

2014 Production Schedule: CHAINS HD & SD DIGITAL PRE-SHOW

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - 30	Dec 4, 2013	4
FEB	Jan 31 - Feb 27	Jan 15, 2014	4
MAR	Feb 28 - Mar 27	Feb 12, 2014	4
APR	Mar 28 - May 1	Mar 12, 2014	5
MAY	May 2 - May 29	Apr 15, 2014	4
JUNE	May 30 - June 26	May 14, 2014	4
JULY	June 27 - July 31	June 11, 2014	5
AUG	Aug 1 - Aug 28	July 16, 2014	4
SEPT	Aug 29 - Sept 25	Aug 13, 2014	4
OCT	Sept 26 - Oct 30	Sept 10, 2014	5
NOV	Oct 31 - Nov 27	Oct 15, 2014	4
DEC	Nov 28 - Jan 1	Nov 12, 2014	5
JAN	Jan 2 - Jan 29	Dec 4, 2014	4

National Pre-Show Rates: PER SCREEN COST/WEEK

POD 1	Timed/Looped
:05 second	\$17/\$5
:10 second	\$32/\$10
:15 second	\$46/\$15
:30 second	\$76/\$25
:60 second	\$133/\$44
POD 2	Timed/Looped
:05 second	\$11/\$5
:10 second	\$21/\$10
:15 second	\$30/\$15
:30 second	\$49/\$25
:60 second	\$87/\$44



Premiums apply to high-demand months of May, June, July, August, November and December. Rates are correct at time of printing and based on a National campaign. Please contact your Cineplex Media Account Manager for details.

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs



Marc Saltzman
Tech Expert

Case Study #3

THE SOURCE

The Professionals – The Source

Challenge:

Provide ongoing support of The Source's brand profile. Keep the fact that The Source is not only the right place to buy your electronics, but also the place to get the right information, top of mind.

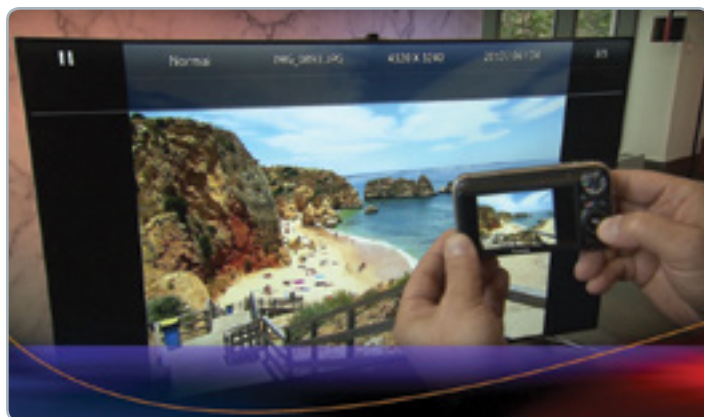
Solution:

Partner The Source with the Pre-Show's Gear Guide segment. A long-term relationship delivers top-of-mind branding awareness and association. With a high percentage of the total audience already in their seats, Gear Guide provides a recognized platform and content option.

Result:

"Gear Guide brought to you by The Source" has become a well-known feature within the Pre-Show.

- Four campaigns per year for the last three years
- Increase in traffic and sales
- Featured items sold at The Source



Pre-Show Content Opportunities

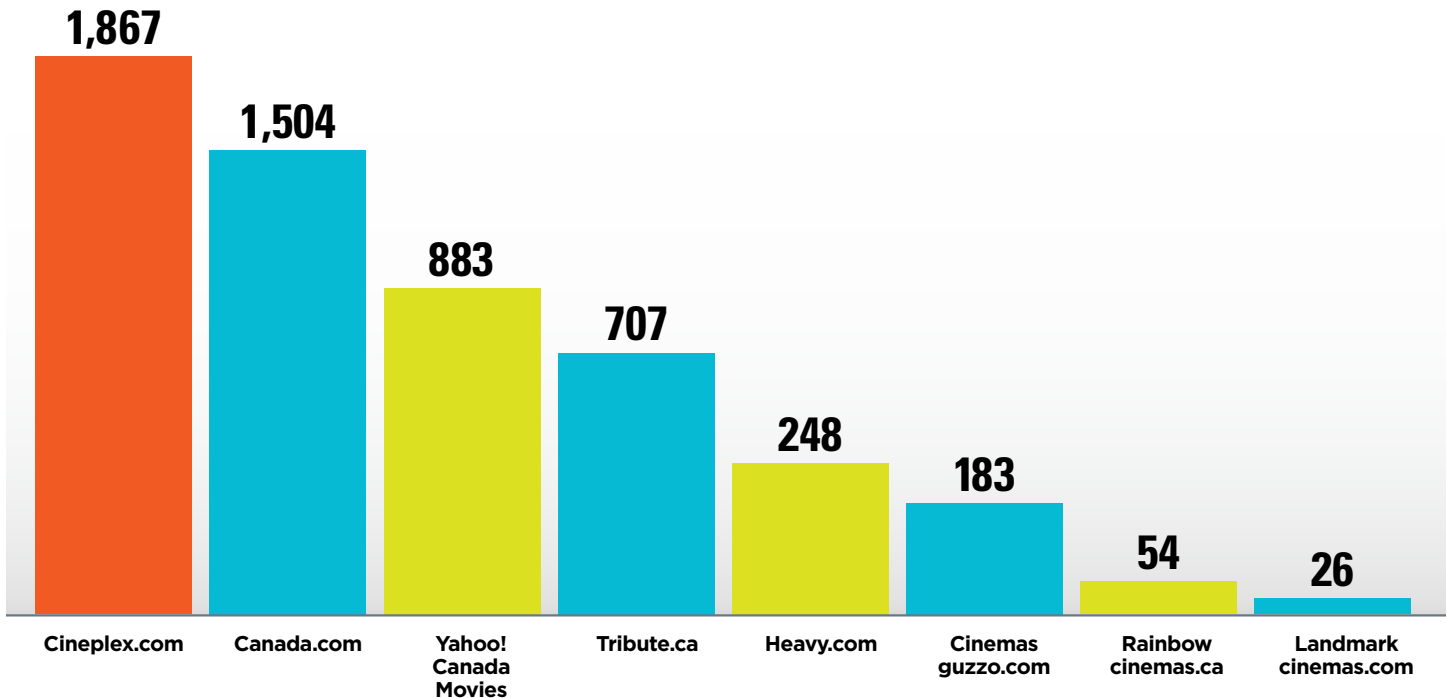
Integrate your brand with Pre-Show content by sponsoring recurring segments like Gear Guide and Fashion Forward with pre- and post-segment acknowledgements, or work with Cineplex Media's content specialists to create customized segments tailored to your target audience and your brand. Opt for a month-long sponsorship or develop maximum synergy with a long-term program. Sponsorships can be segmented by market or can be attached exclusively to adult- or family-oriented releases.



CINEPLEX.COM & MOBILE

Cineplex.com is the #1 Canadian Movie Site

Average Monthly Unique Visitors (000)



SOURCE: comScore Jan-Aug 2013

1.9 Million

Average Monthly Uniques

4.2 Million

Average Monthly Visits

27 Million

Average Monthly
Page Views

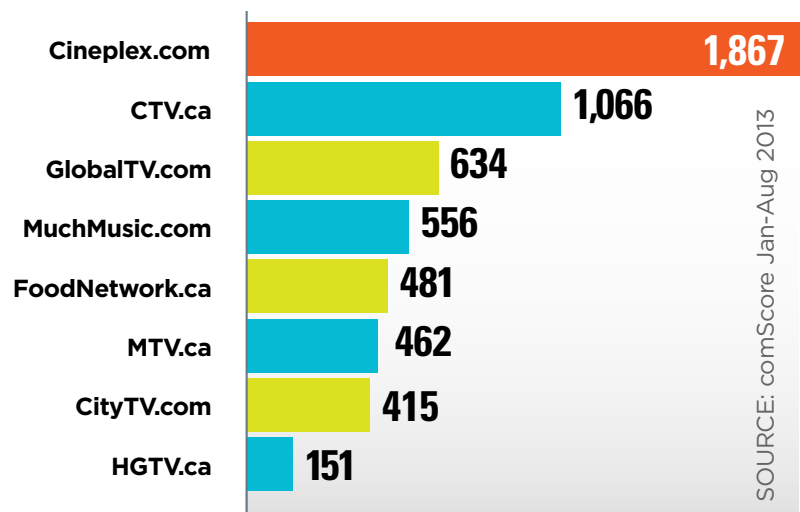
18 Million Minutes

Cumulative Average
Monthly Time Spent

SOURCE: comScore Jan-Aug 2013

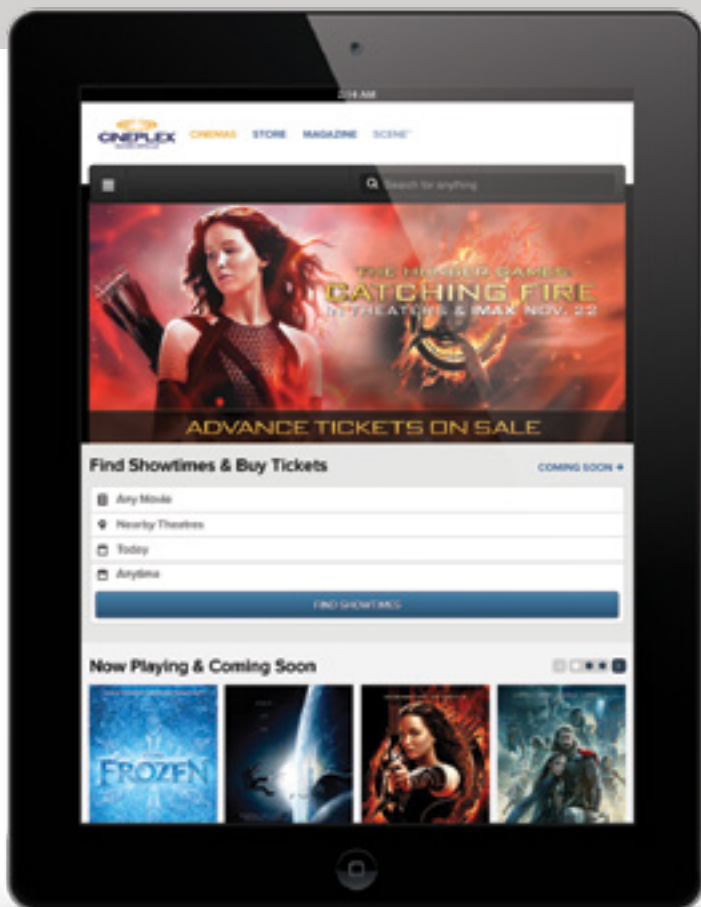
Cineplex.com DOMINATES TV Sites

Average Monthly Unique Visitors (000)



SOURCE: comScore Jan-Aug 2013

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs



The Only Site For Entertainment Lovers

Not only does Cineplex.com rank **#1** for unique visitors against top Canadian entertainment sites, it crushes all the television websites as well. In fact, Cineplex.com delivers **75% more** unique visitors than the nearest Canadian television website and more overall unique visitors than the #2 and #3 sites combined!

Cineplex.com is the source for all things movies in Canada. From theatre listings to show times to the latest and greatest trailers, Cineplex.com users spend a lot of time with us and our advertisers reap the benefits of those **4.2 million** average monthly visits.

Beyond movies, Cineplex.com offers users exclusive editorial content and ticketing for both movies and special events.

Standard Ad Sizes

Leaderboard IMU

= 970 x 90 / 782 x 90

Big Box IMU = 300 x 250

Skyscraper IMU = 160 x 600

Voken IMU = 500 x 500

Takeover - LB, BB, Wallpaper

Video Advertising:

:15 clickable video

Print Skip Scan

Online Ticketing

So Many Ad Options To Choose From:

Catfish

Ad units that stay at the bottom of the screen as content is scrolled.

Online Ticketing Ad Placement

Ads can be incorporated into movie tickets purchased online.

Contests & Promotions

Visitors are avid contest fans, particularly when those contests are in sync with movie and celebrity content.

Cineplex Newsletters

Reach more than 319,000 subscribers.

Geo-Targeting

Ad units can be targeted by province, city, theatre or site section.

Rising Stars Box

Cineplex.com is proud to support the latest IAB Rising Star ad units including the Billboard, Pushdown, Sidekick and Slider.

Content Sponsorships

Sponsorship or domination of special content and microsites.

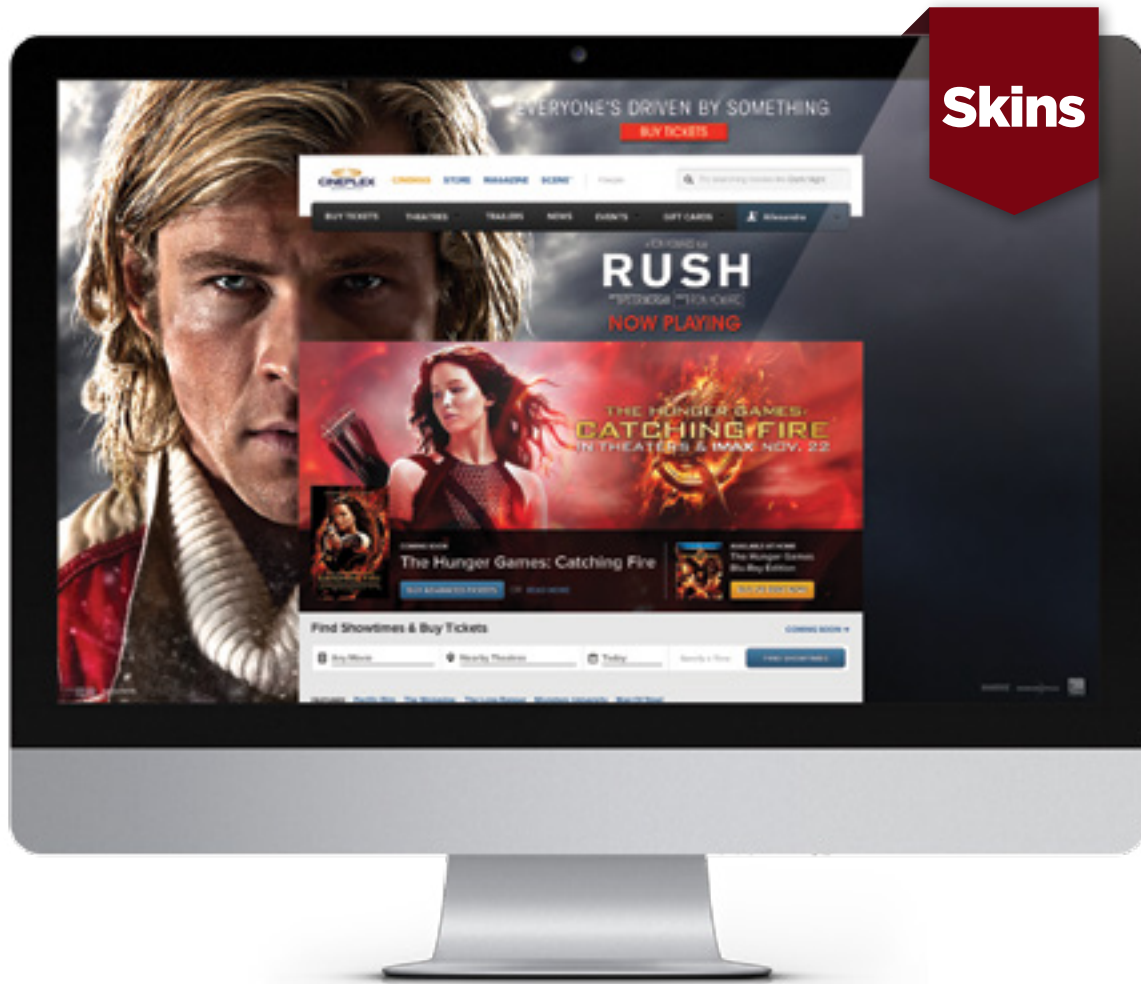
Skins Page 38

Pre/Post-Roll Page 39

Domination Page 40

Cineplex.com Rates:

Your Cineplex Media Account Manager will help customize a package that meets your specific needs.



Surround the Content Moviegoers Want

Cineplex.com Skins allow advertisers to surround the important movie and theatre information moviegoers seek before heading to our theatres.

From the latest Hollywood releases to theatre times to trailers, your brand provides the dominant, bold and beautiful background on which the Cineplex.com page lies.

The unique format allows you to present your brand message in a way that stands out from traditional digital ad space and complements the rest of your buy. As the moviegoer scrolls down the page for more information, you continue with them allowing for unique “reveal” executions or extended messaging.

Surround our content – surround your consumer.



Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

It's What Moviegoers Want

Until moviegoers are seated in theatres, the closest they get to what they really want — the movie — is trailers, and Cineplex.com has them. Ensure your client or brand gets top billing alongside trailers for the blockbusters people want to see.

Nationally or geo-targeted, Pre- and Post-Roll have become perfectly acceptable ways for advertisers to communicate with consumers. Specific titles or genres ensure your message gets to the right target in the right markets.



Dominate in Style

In order to build awareness and encourage consumers to try the new Interac Online service, Cineplex Media developed a digitally integrated campaign around one of the biggest movies of the year, *The Hobbit: An Unexpected Journey*.

Interac Online ran ads on theatre pages, executed page dominations and ran Pre-Roll, all surrounding *The Hobbit*, its movie page, microsite and ticketing pages, with the "Buy Your Movie Tickets With Interac Online" messaging.

It was a breakthrough campaign that utilized the functionality of the Interac Online program to purchase movie tickets and delivered more than 4.7 million impressions across 26 different ad units and pieces of creative.



Landmarkcinemas.com

Complement your Cineplex.com buy from Ontario-West with the addition of Landmarkcinemas.com. The official site for Landmark Cinemas' extensive theatre chain (spanning Ontario, Manitoba, Saskatchewan, Alberta, B.C. and the Yukon) houses show times, trailers and theatre info.

JANUARY-AUGUST 2013

Average (000)

Total Unique Visitors: **26**

Total Minutes: **97**

Total Pages Viewed: **236**

Total Visits: **41**

SOURCE: comScore

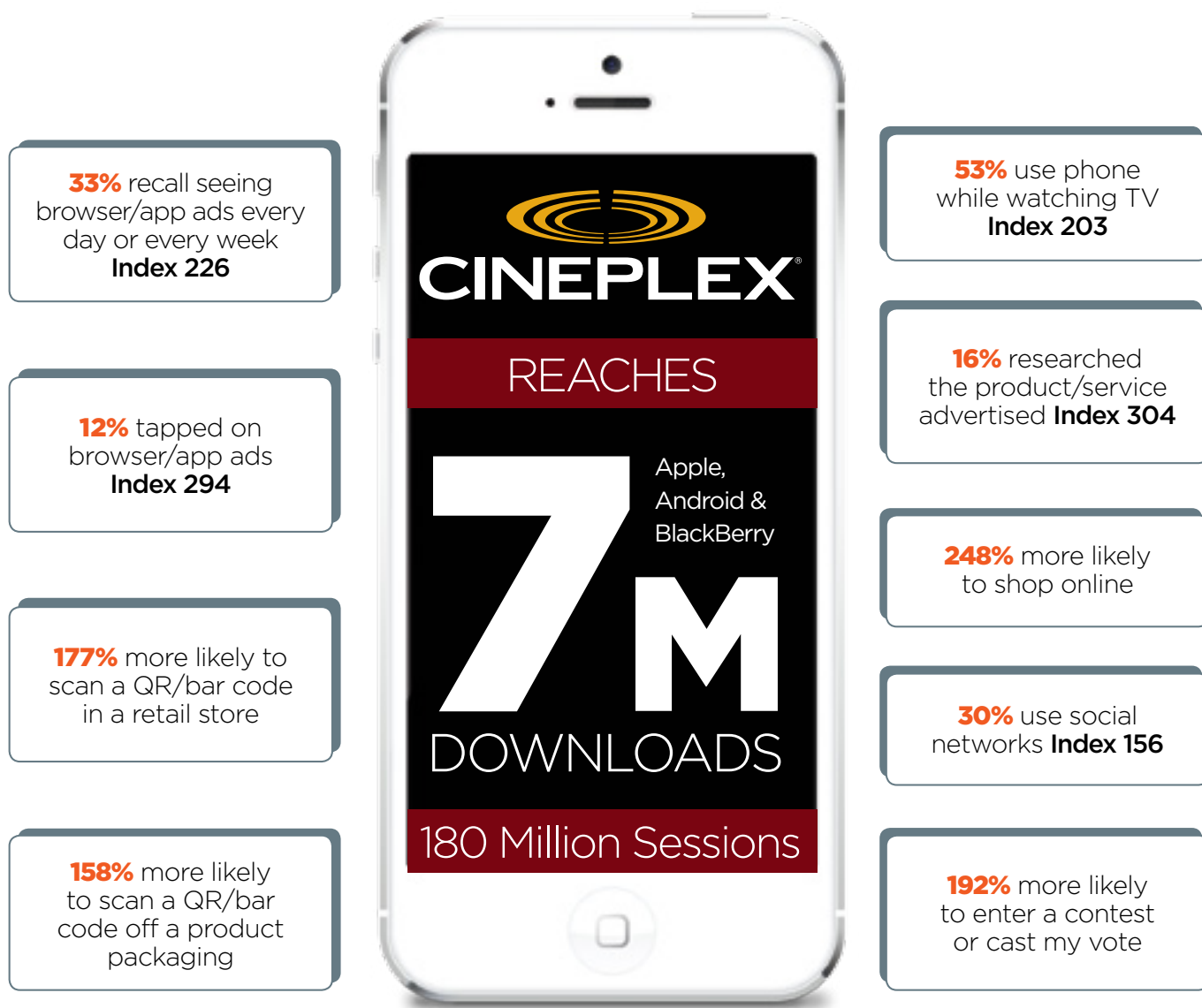
Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

Cineplex.com Mobile

Seven million downloads, huge unique monthly traffic, and the 10th biggest mobile brand.

While Cineplex prides itself on the BIG theatre experience, we also understand the small screens. Instant access to theatres, show times, reviews and the all-important trailers is paramount no matter where consumers are, and **Cineplex's mobile app delivers.**

Cineplex Mobile Subscribers



SOURCE: comScore MobiLens June 2013



Composition

10% Are P12-17, Index 156

22% Are A18-24, Index 172

47% Are A18-34, Index 152

67% Are A18-44, Index 141

SOURCE: comScore MobiLens June 2013

Cineplex Mobile Rates:

Your Cineplex Media Account Manager will help customize a package that meets your specific needs.

2.4 Million Average Monthly Mobile Subscribers

1.4 Million Mobile Browser Subscribers

1.3 Million Mobile App Subscribers

Top 10 Mobile App in Canada

SOURCE: comScore MobiLens Mar 2012-June 2013

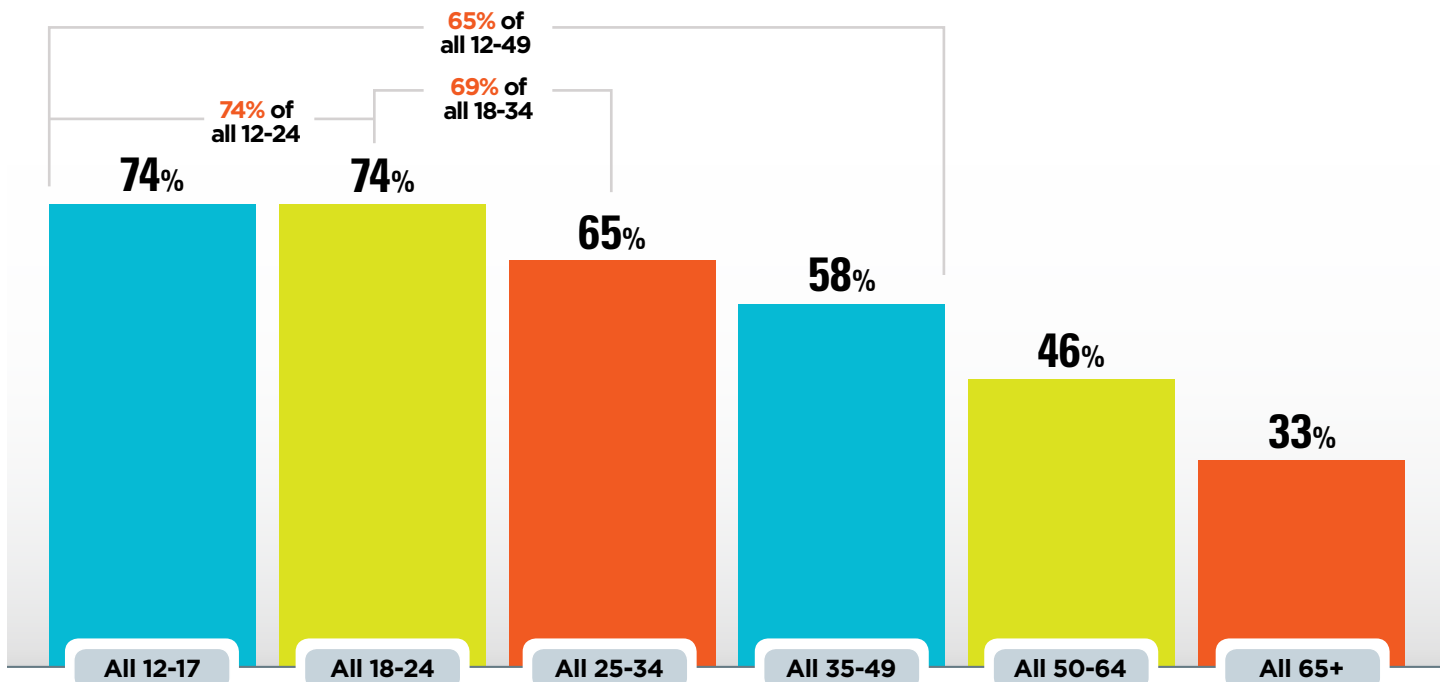
Talk to your Cineplex Media Account Manager for specific packages, updated data and costs


CINEPLEX MEDIA



CINEMA LOBBY
DIGITAL SIGNAGE | SPECIAL MEDIA | BACKLITS

Cinema Delivers Strong Reach and Composition of Key Demos



SOURCE: PMB Spring 2013

HD Digital Lobby Screens (16 X 9 ASPECT RATIO)

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	Dec 13, 2013	4
FEB	Jan 31 - Feb 27	Jan 23, 2014	4
MAR	Feb 28 - Mar 27	Feb 20, 2014	4
APR	Mar 28 - May 1	Mar 20, 2014	5
MAY	May 2 - May 29	Apr 24, 2014	4
JUNE	May 30 - June 26	May 22, 2014	4
JULY	June 27 - July 31	June 19, 2014	5
AUG	Aug 1 - Aug 28	July 24, 2014	4
SEPT	Aug 29 - Sept 25	Aug 21, 2014	4
OCT	Sept 26 - Oct 30	Sept 18, 2014	5
NOV	Oct 31 - Nov 27	Oct 23, 2014	4
DEC	Nov 28 - Jan 1	Nov 20, 2014	5
JAN	Jan 2 - Jan 29	Dec 11, 2014	4

SD Digital Lobby Screens (4 X 3 ASPECT RATIO)

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	Dec 4, 2013	4
FEB	Jan 31 - Feb 27	Jan 15, 2014	4
MAR	Feb 28 - Mar 27	Feb 12, 2014	4
APR	Mar 28 - May 1	Mar 12, 2014	5
MAY	May 2 - May 29	Apr 16, 2014	4
JUNE	May 30 - June 26	May 14, 2014	4
JULY	June 27 - July 31	June 11, 2014	5
AUG	Aug 1 - Aug 28	July 16, 2014	4
SEPT	Aug 29 - Sept 25	Aug 13, 2014	4
OCT	Sept 26 - Oct 30	Sept 10, 2014	5
NOV	Oct 31 - Nov 27	Oct 15, 2014	4
DEC	Nov 28 - Jan 1	Nov 12, 2014	5
JAN	Jan 2 - Jan 29	Dec 3, 2014	4

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs



Become a Part of the Experience

Moviegoers are out for a fun time and expect to be entertained and informed. In-lobby digital signage delivers incredible impact, surrounding guests with movie information and ad messages that can't be missed since screens are placed at all angles throughout the lobby.

Those state-of-the-art, HD digital screens are located above the box office and concession stands and in theatre streets.

Movies are an escape that consumers are happy to pay for. Why not take the opportunity to get your message across while they have their wallets open?

And Cineplex Media's digital assets extend far beyond the cinema to many of the highest-traffic locations in the country. Be sure to talk to a Cineplex Media Account Manager for all the details.



Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

DIGITAL SIGNAGE CINEMA LOBBY



National Digital Signage Cinema Lobby Weekly Rates:

	:15	:30	:60
National	\$13,845	\$20,491	\$27,690

Please contact your Cineplex Media Account Manager for specific cinema rates. Categories are based on attendance and inventory within specific cinemas.



On its own or as part of a campaign designed to surround the moviegoer.

Lobby Signage delivers engaging content and entertainment.

Interact With Our Crowds

Cineplex Special Media allows our advertisers to engage with consumers right in theatre lobbies. Close the loop on your multimedia cinema execution by engaging with the consumer via **floor, door and window Clings, Standees, Banners or Lobby Dominations.**

Activation: Not only can Cineplex Media provide room in our media for your brands to communicate with moviegoers, we're also willing to make room in our lobbies.

Cineplex Media can set aside dedicated floor space for activation areas, Kiosks and brand teams who will interact with our guests. This dedicated activation space allows your brand to engage your consumers in a one-on-one conversation while showcasing your product's unique benefits.

Demonstrate your product, collect information for a database or build a display. Anything that helps get your message across while improving the cinema experience for guests can be created by your Cineplex Media Account Manager.

Standing in our lobbies, your brand will literally stand out from your competition.

Note: Special Media requires traditional media investment.

2014 Production Schedule:

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	min 4 weeks prior to flight date	4
FEB	Jan 31 - Feb 27	min 4 weeks prior to flight date	4
MAR	Feb 28 - Mar 27	min 4 weeks prior to flight date	4
APR	Mar 28 - May 1	min 4 weeks prior to flight date	5
MAY	May 2 - May 29	min 4 weeks prior to flight date	4
JUNE	May 30 - June 26	min 4 weeks prior to flight date	4
JULY	June 27 - July 31	min 4 weeks prior to flight date	5
AUG	Aug 1 - Aug 28	min 4 weeks prior to flight date	4
SEPT	Aug 29 - Sept 25	min 4 weeks prior to flight date	4
OCT	Sept 26 - Oct 30	min 4 weeks prior to flight date	5
NOV	Oct 31 - Nov 27	min 4 weeks prior to flight date	4
DEC	Nov 28 - Jan 1	min 4 weeks prior to flight date	5
JAN	Jan 2 - Jan 29	min 4 weeks prior to flight date	4

Please note, production times may vary from suggested material deadline on this chart. Popcorn bags, drink cups, ticket backs, T-shirts, etc. may take up to 16 weeks prior. Creative appearing in Quebec must be 100% French.





Case Study #4

MAYNARDS

Full of Beanz

Challenge:

Maynards candy was looking to launch their new Maynards Beanz Swedish Berries in the crowded treat market. The goal was to drive sampling and awareness with candy consumers.

Solution:

Cineplex Media worked with a concept developed by Maynards and their agencies to re-invent the old fashion concept of a “guess the number” promotion that tied in with their “Full of Beanz” idea. Transparent mannequins would be placed in key, high-traffic cinema lobbies. These mannequins were filled with the new Maynards Beanz and consumers were asked to guess how many filled the mannequins and enter the contest through the Maynards Facebook page. Supported by Cineplex Magazine, online and a Pre-Show spot, the campaign surrounded and engaged moviegoers.

Result:

The mannequins became an instant sensation in lobbies and drove top-of-mind awareness through additional support in other Cineplex Cinema Media.



Talk to your Cineplex Media Account Manager for specific packages, updated data and costs



Case Study #5

HTC

Experience the HTC One for Yourself

Challenge:

How could HTC actually get the HTC One in consumers' hands, show off the new features in a unique and engaging way, and be where their social target lives?

Solution:

Develop a one-of-a-kind execution with Cineplex Media to surround the mobile phone target with multiple touch points, each highlighting one of the brilliant features of the HTC One.

- In-Lobby Activation tied in with Lobby Signage
- Pictures taken by consumers with the HTC One in the lobby were then displayed within minutes on the Digital Lobby Screens
- On-screen spot
- Cineplex.com execution

Result:

Cineplex was able to deliver to **115%** of planned performance metrics while finding unique and engaging ways to let consumers experience the HTC One phone.



Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

Light Up Our Lobbies

With almost a thousand Backlit posters in our theatres across Canada, **your message becomes the coming attraction.**

Fully illuminated and strategically placed, these large, bright posters capture the attention of moviegoers both before and after the show.

Whether you target a specific market or blanket the country, these impactful posters deliver.

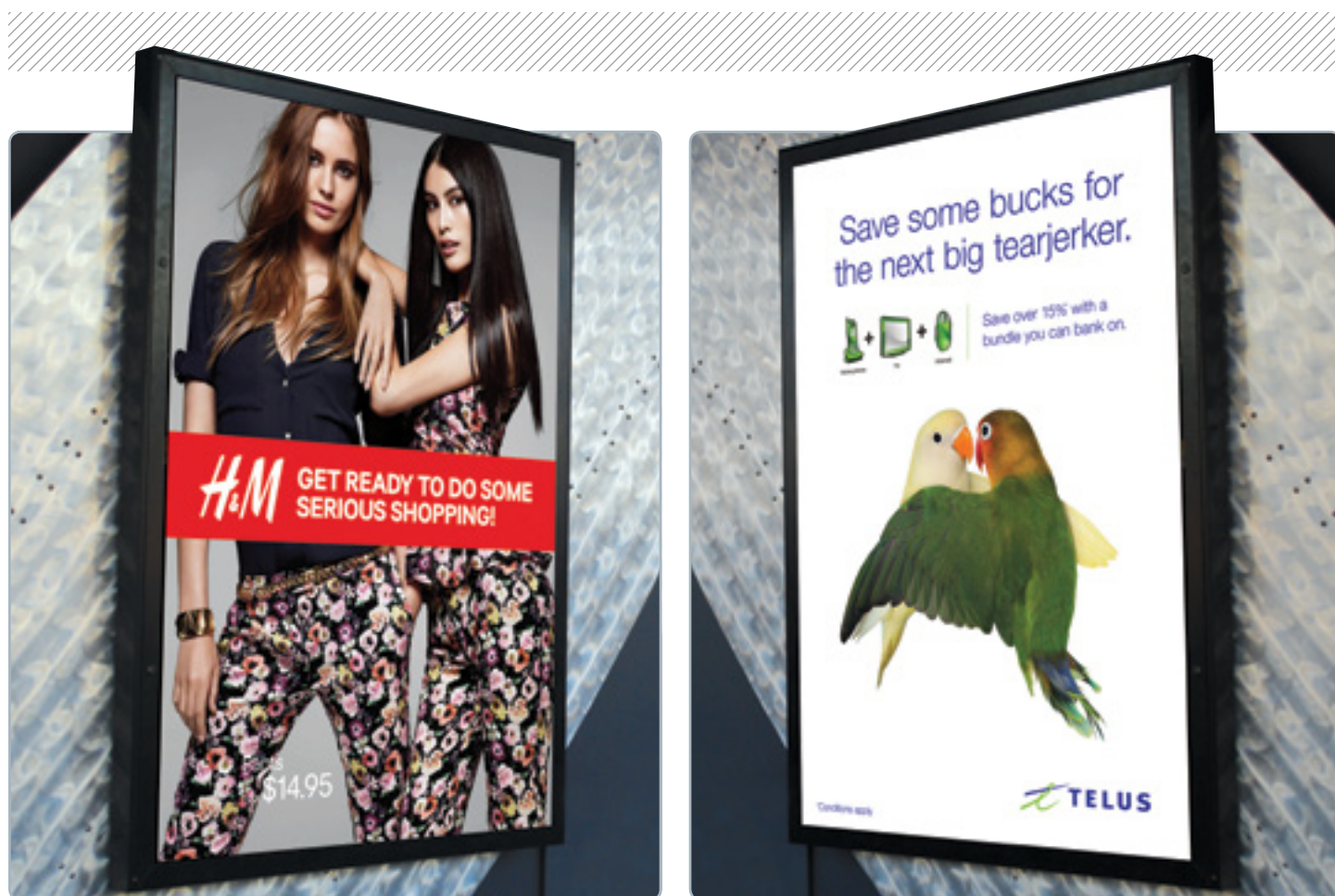
Backlits Rates: (PER BOARD)

	1 Week	4 Weeks
National Rate	\$ 260	\$1,038

Please contact your Cineplex Media Account Manager for specific cinema rates. Categories are based on attendance and inventory within specific cinemas.

2014 Production Schedule:

Month	Start/End Date	Material Due	Cycle Weeks
JAN	Jan 3 - Jan 30	Dec 4, 2013	4
FEB	Jan 31 - Feb 27	Jan 15, 2014	4
MAR	Feb 28 - Mar 27	Feb 12, 2014	4
APR	Mar 28 - May 1	Mar 12, 2014	5
MAY	May 2 - May 29	Apr 16, 2014	4
JUNE	May 30 - June 26	May 14, 2014	4
JULY	June 27 - July 31	June 11, 2014	5
AUG	Aug 1 - Aug 28	July 16, 2014	4
SEPT	Aug 29 - Sept 25	Aug 13, 2014	4
OCT	Sept 26 - Oct 30	Sept 10, 2014	5
NOV	Oct 31 - Nov 27	Oct 15, 2014	4
DEC	Nov 28 - Jan 1	Nov 12, 2014	5
JAN	Jan 2 - Jan 29	Dec 8, 2014	4



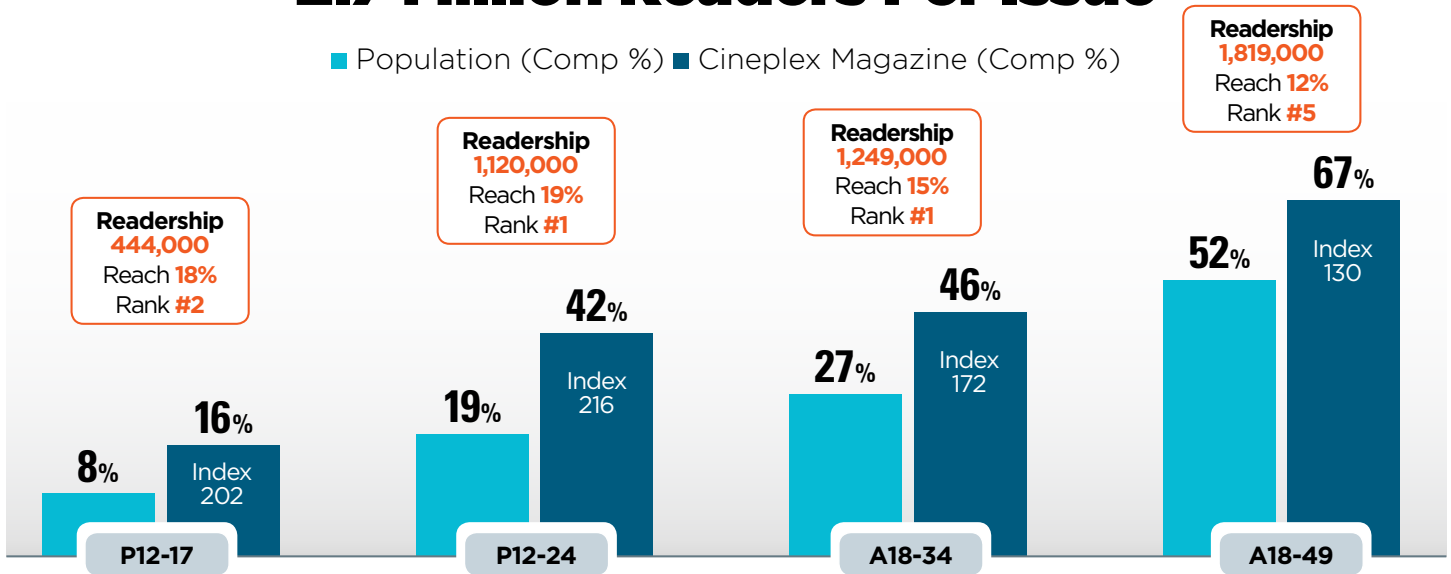

CINEPLEX MEDIA



CINEPLEX MAGAZINES

Cineplex Magazine Delivers 2.7 Million Readers Per Issue

■ Population (Comp %) ■ Cineplex Magazine (Comp %)



SOURCE: PMB Spring 2013

Circulation 750,000

- British Columbia 100,900
- Alberta 82,070
- Saskatchewan 17,880
- Manitoba 23,400
- Ontario 201,022
- GTA 236,223
- Quebec 38,505
- Atlantic 50,000

Includes *The Globe and Mail* distribution, August 2013 CCAB

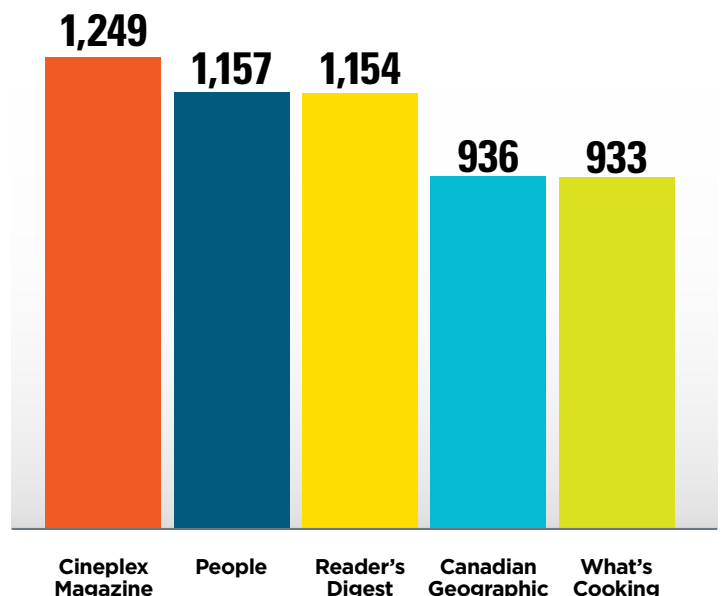
2014 Production Schedule:

Month	In-Theatre Date	Space	Material
JAN	Dec 24, 2013	Dec 2, 2013	Dec 4, 2013
FEB	Feb 14	Jan 20	Jan 22, 2014
MAR	Mar 7	Feb 10	Feb 12, 2014
APR	Apr 2	Mar 7	Mar 11, 2014
MAY	May 1	Apr 3	Apr 7, 2014
JUNE	May 28	Apr 30	May 2, 2014
JULY	June 23	May 27	May 29, 2014
AUG	July 23	June 26	June 30, 2014
SEPT	Aug 25	July 28	July 30, 2014
OCT	Sept 22	Aug 25	Aug 27, 2014
NOV	Oct 27	Sept 29	Oct 1, 2014
DEC	Nov 21	Oct 27	Oct 29, 2014
JAN '15	Dec 19	Nov 24	Nov 26, 2014

*Newspaper insert dates within week following theatre distribution. Dates subject to change.

Top 5 Canadian Magazines for A18-34

A18-34 Average Issue Readership (000)



SOURCE: PMB Spring 2013

Cineplex Magazine

The ultimate monthly complement to the movie-going experience, *Cineplex Magazine* keeps Canadian moviegoers up to speed on film news from Hollywood and around the world. Exclusive content includes interviews with A-list celebrities, casting news, set visits, red-carpet fashions and showbiz updates.

More than **750,000 copies** are distributed in-theatre and via *The Globe and Mail* each month, garnering a readership of **2.7 million**. Truly coast to coast, *Cineplex Magazine* lets clients gain access to the entertainment world and engage their consumers.

Clients can also work with *Cineplex Magazine* to develop **exclusive branded content** and take part in targeted, regional editions not found with other entertainment titles.

Cineplex Magazine Rates:

*Plus \$720 Plate Change Fee

	National 1x	National 4x	Ontario* 1x	Ontario* 4x	GTA* 1x	GTA* 4x	Atlantic* 1x	Halifax* 1x
Full Page	\$28,750	\$25,875	\$14,000	\$10,000	\$7,500	\$6,000	\$2,810	\$1,000
2/3 Page	\$24,725	\$22,253	\$12,000	\$8,000	\$6,000	\$4,500	\$2,410	\$800
1/2 Page	\$18,860	\$16,974	\$10,000	\$7,000	\$5,000	\$3,500	\$1,820	\$667
1/3 Page	\$13,225	\$11,903	\$8,000	\$6,000	\$4,000	\$2,500	\$1,288	\$533
1/4 Page	\$8,855	\$7,970	\$7,000	\$5,000	\$3,000	\$1,500	\$840	\$400



In Every Issue...

Spotlight Canada:

Monthly interview with a Canadian actor or director

Snap:

Candid celebrity shots from around the globe

In Brief:

Short movie-world updates and entertainment news

In Theatres:

The month's full slate of new releases, with detailed synopses

Casting Call:

Our insider's look at the projects the stars have brewing

All Dressed Up:

Celebrities show off their red-carpet looks

Interviews & Features:

Up close and personal with the world's biggest stars

At Home:

The month's most anticipated DVDs, Blu-rays and games

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

Editorial Calendar

About six times per year, a portion of *Cineplex Magazine* is given over to a special, timely section. Designed to pique consumer interest and help our advertisers reach their consumers in relevant and engaging ways, these editorial sections deliver the goods.

FEBRUARY: Academy Awards

Associate your clients and brands with the biggest night in Hollywood. Glam, glitz and golden statues honour the best the movie industry has to offer.

MARCH: Spring Fashions

See the latest and greatest runway trends. Nothing mixes better than stars and fashion and *Cineplex Magazine* highlights the hottest trends.



MAY: Summer Movie Preview

An inside look at the biggest movie season of the year. It may be hot outside, but that doesn't compare to the action on screen.

AUGUST: Back to School

Few look forward to the trip back to school, but *Cineplex Magazine* eases students' stress with a guide to the coolest must-have gear.

OCTOBER: Fall Fashions & Holiday Movie Preview

Two for one! We're back with the hottest fashions for the chillier seasons. Plus, a sneak peek at the big movies hitting theatres in the busy November and December holiday season.

NOVEMBER & DECEMBER: Holiday Gift Guides

One of the biggest seasons at the box office is also one of the biggest gift-giving seasons! *Cineplex Magazine* showcases the newest products so our readers are the stars when the gifts are handed out.

The Met: Live in HD Guide

Since its launch in 2006, Cineplex's annual Metropolitan Opera *LIVE in HD* series has been a grand success. The program is beloved by opera fans across Canada who are given access to groundbreaking productions direct from the MET stage at New York's Lincoln Center to our Cineplex screens live in HD. Clients and brands have the opportunity to become a part of the experience both on-screen and in the beautiful Cineplex MET Opera Guide.

Our patrons turn to the beautiful Cineplex MET Opera Guide for dates, cast information and synopses of each opera as well as vibrant images of the productions and their world-class stars.

Over the course of this seven-month series, 300,000 copies are distributed in-theatre and via *The Globe and Mail*.

Associate your client and brands with the best in upscale theatre.



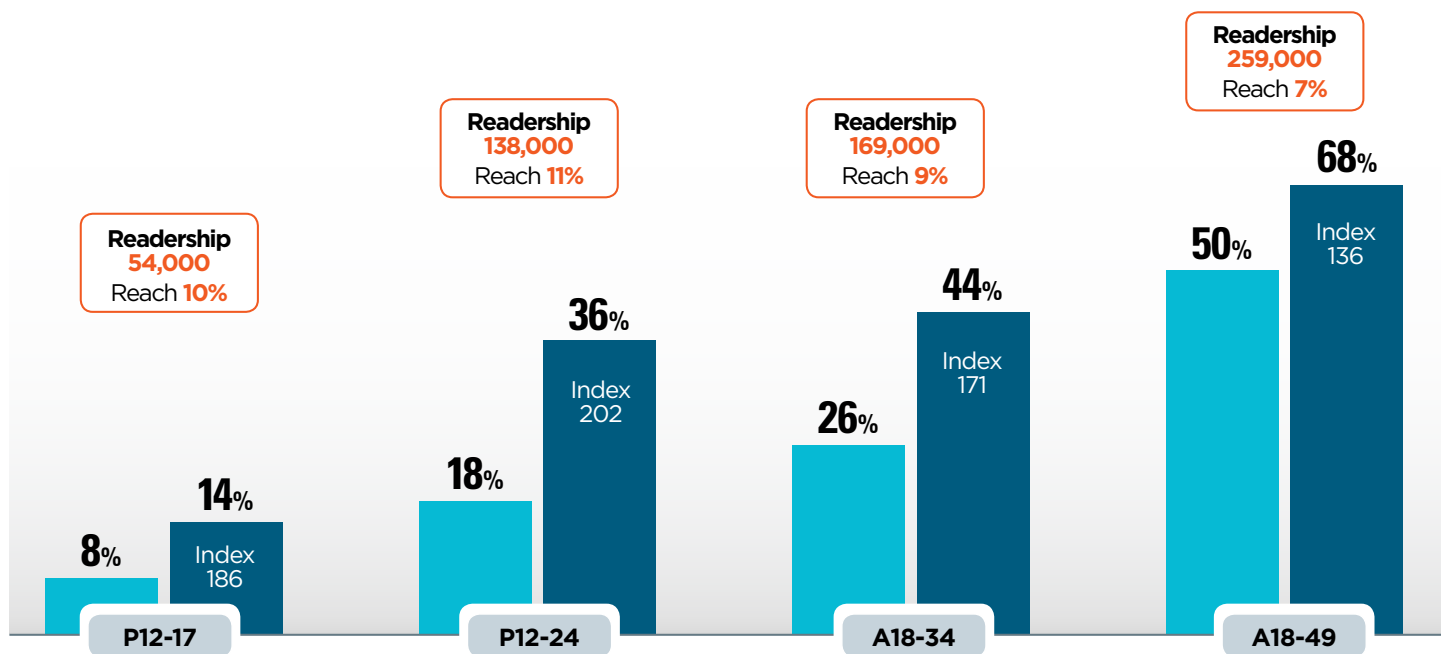
MET Opera Guide Rates:

National - 300,000 Copies	
Full Page	\$20,000
1/2 Page	\$11,900
1/4 Page	\$6,900
OBC	\$33,600
DPS	\$27,600
GTA-Only - 166,130 Copies	
Full Page	\$11,000
1/2 Page	\$6,500
1/4 Page	\$3,800

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

Le magazine Cineplex Delivers 386,000 Readers Per Issue

■ Quebec Population (Comp %) ■ Le magazine Cineplex (Comp %)



SOURCE: PMB Spring 2013

Le magazine Cineplex Average Issue Readership Indexed to Quebec Population



SOURCE: PMB Spring 2013

Delivering Quebec, Hollywood and the World!

Tailored specifically for French-Canadian moviegoers, *Le magazine Cineplex* recognizes that while Quebecois moviegoers are as fascinated by Hollywood films and stars as other Canadians, they are even more interested in their own homegrown talent. *Le magazine Cineplex* covers the vibrant Quebec film industry 11 times per year with a **circulation of 200,000** and an average issue **readership of more than 386,000**. *Le magazine Cineplex* reaches 66% of Quebec moviegoers either in-theatre or via its distribution in *Le Journal de Montréal*.



Le magazine Cineplex Rates:

	1X	4X
Full Page	\$10,747	\$9,672
2/3 Page	\$9,137	\$8,223
1/2 Page	\$6,986	\$6,288
1/3 Page	\$4,836	\$4,352
1/4 Page	\$3,310	\$2,979

Rates are correct at time of printing and based on a National campaign. Please contact your Cineplex Media Account Manager for details.

2014 Production Schedule:

Month	In-Theatre Date	Space	Material
FEB	Jan 30	Jan 7	Jan 9, 2014
MAR	Feb 26	Feb 3	Feb 5, 2014
APR	Mar 26	Mar 3	Mar 5, 2014
MAY	May 1	Apr 7	Apr 9, 2014
JUNE	May 29	May 5	May 7, 2014
JULY	June 25	June 2	June 4, 2014
AUG	July 23	July 7	July 9, 2014
SEPT	Aug 27	Aug 11	Aug 13, 2014
OCT	Sept 30	Sept 5	Sept 9, 2014
NOV	Oct 30	Oct 6	Oct 8, 2014
DEC	Dec 3	Nov 10	Nov 12, 2014

*Newspaper insert dates within week following theatre distribution. Dates subject to change.

Circulation 200,000

- Cineplex Theatres 96,000
- Independent Theatres 4,000
- Le Journal 100,000

August 2013 CCAB

Talk to your Cineplex Media Account Manager for specific packages, updated data and costs

CINEPLEX MAGAZINE APP



The App, Year One

- Page Views +362%
- Unique Visitors +321%
- Visits +305%
- CTR +246%



Any Time and Anywhere: Cineplex Magazine & Le magazine Cineplex

The *Cineplex Magazine* and *Le magazine Cineplex* apps are being enjoyed by moviegoers across the country. The enhanced digital editions are free to download and stay free with each new issue.

No getting the first one free and having to pay for the rest. *Cineplex Magazine* and *Le magazine Cineplex* are **always free** on your mobile device! As a result, the number of consumers downloading the magazine app has soared to **more than 100,000!**

Complementing your print execution in the regular edition of *Cineplex Magazine* or *Le magazine Cineplex*, the digital version allows consumers to link directly from your ad to your website, or anywhere you'd like!

Magazine App Rates:

Your placement in the Cineplex Magazines app is free when you purchase a national ad in the print version!


CINEPLEX MEDIA



THEATRE LISTINGS

CINEMA LOCATIONS

ID#	LOCATION	MARKET	SHOW-TIME				PRE-SHOW				BACKLITS 4x6		DIGITAL SIGNAGE CINEMA LOBBY
			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	
							LOC	Screens	LOC	Screens	LOC		LOCATION
NEWFOUNDLAND													
8126	Cineplex Cinemas Avalon Mall	St. John's	1	12	11	5	1	12			1	4	1
8122	Cineplex Cinemas Mount Pearl	Mount Pearl	1	6			1	6			1	1	1
8124	Cineplex Cinemas Millbrook	Corner Brook	1	2	2		1	2			1	1	
TOTAL NEWFOUNDLAND			3	20	13	5	3	20	0	0	3	6	2
NOVA SCOTIA HALIFAX													
5130	Cineplex Cinemas Bayers Lake	Halifax	1	16	16	4	1	17			1	5	1
5143	Cineplex Cinemas Parklane	Halifax	1	8	8	3	1	8			1	4	1
5118	Cineplex Cinemas Oxford	Halifax	1	1	1		1	1					
5145	Cineplex Cinemas Dartmouth Crossing	Dartmouth	1	12	12	6	1	12			1	3	1
5119	Cineplex Cinemas Lower Sackville	Lower Sackville	1	7	7	3	1	7			1	2	1
TOTAL HALIFAX			5	44	44	16	5	45	0	0	4	14	4
BALANCE OF NOVA SCOTIA													
5114	Cineplex Cinemas New Glasgow	New Glasgow	1	7	7	3	1	7			1	3	1
5134	Cineplex Cinemas Yarmouth	Yarmouth	1	5	5	2	1	5			1	1	1
5132	Cineplex Cinemas New Minas	New Minas	1	7	7	3	1	7			1	1	1
5133	Cineplex Cinemas Antigonish	Antigonish	1	1	1	1					1	1	
5140	Cineplex Cinemas Truro	Truro	1	7	7	3	1	7			1	1	1
5104	Cineplex Cinemas Bridgewater	Bridgewater	1	7	7	3	1	7			1	1	1
5141	Cineplex Cinemas Amherst	Amherst	1	3							1	1	
5103	Cineplex Cinemas Sydney	Sydney	1	10	10	4	1	10			1	2	1
TOTAL BALANCE OF NOVA SCOTIA			8	47	44	19	6	43	0	0	8	11	6
TOTAL NOVA SCOTIA			13	91	88	35	11	88	0	0	12	25	10
PEI CHARLOTTETOWN													
6161	Cineplex Cinemas Charlottetown	Charlottetown	1	8	8	3	1	8			1	2	1
6160	Cineplex Cinemas Summerside	Summerside	1	5	5	2	1	5			1	1	1
TOTAL PEI			2	13	13	5	2	13	0	0	2	3	2
NEW BRUNSWICK SAINT JOHN/MONCTON													
6110	Cineplex Cinemas Dieppe	Dieppe (Moncton)	1	8	8	4	1	8			1	4	1
6109	Cineplex Cinemas Trinity Drive	Moncton	1	8	8	4	1	8			1	4	
601	Vogue	Sackville (Moncton)	1	1	1								
6107	Cineplex Cinemas Saint John	Saint John	1	10	10	4	1	10			1	2	1
6106	Cineplex Cinemas Rothesay	Rothesay (Saint John)	1	4	4	2	1	4					
TOTAL SAINT JOHN/MONCTON			5	31	31	14	4	30	0	0	3	10	2
BALANCE OF NEW BRUNSWICK													
600	Apollo	Bathurst	1	5	5	4							
6112	Cineplex Cinemas Miramichi	Miramichi	1	5	5	2	1	5			1	1	1
6111	Cineplex Cinemas Fredericton	Fredericton	1	10	10	4	1	10			1	1	1
602	Atlantic	Woodstock	1	3	3	2							
TOTAL BALANCE OF NEW BRUNSWICK			4	23	23	12	2	15	0	0	2	2	2
TOTAL NEW BRUNSWICK			9	54	54	26	6	45	0	0	5	12	4
TOTAL ATLANTIC REGION													
			27	178	168	71	22	166	0	0	22	46	18

Cineplex Media Represents: Cineplex Entertainment, Alliance Cinemas, Ontario Cinemas, AMC Cinemas, Ad Films, Landmark Cinemas, Quebec Independents, Resort Cinemas of Whistler, Film Ads, Magic Lantern, RioCan Centre

ID#	LOCATION	MARKET	SHOW-TIME				PRE-SHOW				BACKLITS 4x6		DIGITAL SIGNAGE CINEMA LOBBY
			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	LOCATION
LOC	Screens	LOC					Screens						
QUEBEC													
MONTREAL - GREATER MONTREAL AREA (GMA)													
9401	StarCité Montreal (AVX)	Montreal	1	17	17	6	1	17			1	10	1
9406	Cinéma Banque Scotia Mtl (IMAX) (AVX)	Montreal	1	12	12	6	1	12			1	19	1
9172	Cinéma Cineplex Odeon Quartier Latin	Montreal	1	17	17	4	1	17			1	4	1
9109	Cinéma Cineplex Odeon Forum Cinemas (IMAX) (AVX)	Montreal	1	22	21	6	1	21					
9203	Boucherville	Boucherville	1	10	10	3	1	10					1
9112	Cine-parc Odeon (Drive-In)	Boucherville	1	2	2								
9185	Cineplex Odeon Brossard (AVX)	Brossard	1	16	16	6	1	20			1	17	1
9145	Cineplex Odeon Place LaSalle	LaSalle	1	12	12	2	1	12			1	4	1
9195	FP Carrefour Angrignon	LaSalle	1	10	10	2	1	10			1	6	
9267	Cinéma CO Cavendish Mall	Cote-St-Luc	1	8	8	2	1	8			1	4	1
9143	Cineplex Odeon St. Bruno	St-Bruno	1	11	11	4	1	11			1	4	1
9407	Colisée Kirkland (AVX)	Kirkland	1	12	12	5	1	12			1	14	1
9408	Colossus, Laval (AVX)	Laval	1	18	18	7	1	18			1	10	1
TOTAL MONTREAL (GMA)			13	167	166	53	12	168	0	0	10	92	10
MONTREAL (BALANCE EXTENDED MARKET AREA - EMA)													
9154	Cineplex Odeon Delson	Delson	1	7	7	2	1	7			1	2	1
9153	Cineplex Odeon Carrefour Dorion	Dorion	1	8	8	2	1	8					1
9190	Cinéma Capitol St-Jean	Sur Richelieu	1	6	6	2	1	6					
104	Carnaval	Chateauguay	1	6	6	3							
Q1	St-Eustache	St-Eustache	1	15	15	6							
Q2	Cinema 8	St-Hyacinthe	1	8	8	4							
Q5	Cinema Beloeil	Beloeil	1	10	10	6							
Q3	Carrefour du Nord	St-Jérôme	1	9	9	9							
TOTAL MONTREAL (BALANCE EXTENDED MARKET AREA - EMA)			8	69	69	34	3	21	0	0	1	2	2
TOTAL MONTREAL (EMA)			21	236	235	87	15	189	0	0	11	94	12
QUEBEC CITY													
9181	Cineplex Odeon Beauport	Beauport	1	16	16	5	1	16			1	4	1
9266	Cineplex Odeon St-Nicolas (Drive-In)	St-Nicolas	1	2	2								
9177	Cineplex Odeon Ste-Foy (AVX)	Ste-Foy	1	14	14	6	1	14			1	4	1
TOTAL QUEBEC CITY			3	32	32	11	2	30	0	0	2	8	2
BALANCE OF QUEBEC													
9188	Galaxy Sherbrooke	Rock Forest	1	12	12	4	1	12			1	3	1
Q8	Fleur de Lys Cinema	Trois-Rivières	1	9	9	4							1
154	Complex J Gagnon	Alma	1	6	6	4							
150	Cine-Centre	Baie Comeau	1	4	4	4							
152	Princesse	Riviere-du-Loup	1	4	4	4							
153	Paramount	Rouyn-Noranda	1	5	5	1							
151	Cine-Centre	Sept-Iles	1	3	3	3							
155	Capitol	Val d'Or	1	5	5	5							
Q4	Place Biermans	Shawinigan	1	8	8	5							
9268	Cinéma StarCité Gatineau (AVX)	Gatineau	1	16	16	5	1	16			1	12	1
Q7	Gatineau 9	Gatineau	1	9	9	4							
9186	Galaxy Cinemas Victoriaville	Victoriaville	1	7	7	3	1	7			1	5	1
TOTAL BALANCE OF QUEBEC			12	88	88	46	3	35	0	0	3	20	4
TOTAL QUEBEC			36	356	355	144	20	254	0	0	16	122	18

CINEMA LOCATIONS

ID#	LOCATION	MARKET	SHOW-TIME				PRE-SHOW				BACKLITS 4x6		DIGITAL SIGNAGE CINEMA LOBBY
			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	
							LOC	Screens	LOC	Screens	LOC		LOCATION
ONTARIO TORONTO (GTA)													
7400	SilverCity Yonge-Eglinton (AVX)(VIP)	Toronto	1	9	9	5	1	9			1	14	1
7402	Scotiabank Theatre (IMAX) (AVX)	Toronto	1	13	13	6	1	14			1	14	1
7403	Canada Square	Toronto	1	8							1	5	
7406	SilverCity Yorkdale (AVX)	Toronto	1	10	10	6	1	10			1	11	1
7293	The Beach	Toronto	1	6	6	3			1	6	1	4	
7260	Cineplex Odeon Queensway (AVX)	Toronto	1	18	18	6	1	18			1	6	1
7199	Cineplex Odeon Varsity (VIP)	Toronto	1	8	8	4	1	8			1	4	1
7198	Cineplex Odeon Empress Walk	Toronto	1	9			1	10			1	8	1
7246	Cineplex Odeon Sheppard Centre	Toronto	1	10	10	4	1	10			1	4	1
7115	SilverCity Fairview Mall	Toronto	1	9	9	6	1	9			1	5	1
7130	CO Yonge Dundas Cinemas (IMAX) (AVX) (VIP)	Toronto	1	23	23	8	1	25					1
ML13	Rainbow Cinema Market Square	Toronto	1	6	6								
ML14	Carlton Cinemas	Toronto	1	9	9								
7404	Coliseum, Scarborough (AVX)	Toronto (Scarb)	1	12	12	7	1	12			1	12	1
7253	Cineplex Odeon Eglinton Town Centre (AVX)	Toronto (Scarb)	1	16	16	7	1	16			1	4	1
7240	Cineplex Odeon Morningside	Toronto (Scarb)	1	11	11	5	1	11			1	4	1
200	Albion	Toronto	1	2									
201	Woodside	Toronto	1	3									
204	Humber	Toronto	1	4	4	1							
ML11	Rainbow Cinema Woodbine Centre	Etobicoke	1	7	7								
7122	Cineplex Odeon Courtney Park Cinemas (IMAX)	Mississauga	1	15	6	4	1	15			1	2	1
7417	SilverCity Mississauga (AVX)	Mississauga	1	10	10	4	1	10			1	11	1
7420	Cineplex Cinemas Mississauga (IMAX)	Mississauga	1	12	12	5	1	12			1	16	1
L505	Empire Theatres Square One	Mississauga	1	10	10	3	1	10			1	5	1
7408	Colossus Vaughan (IMAX) (AVX)	Woodbridge	1	18	18	6	1	18			1	19	1
ML12	Rainbow Cinema Promenade Mall	Thornhill	1	6	6								
7410	FP Pickering 8	Pickering	1	8	8	2	1	8			1	7	1
7244	Cineplex Odeon First Markham Place	Markham	1	10	10	4	1	10			1	4	1
ML17	Elgin Mills Cinemas	Richmond Hill	1	10	10								
7405	SilverCity Richmond Hill (AVX)	Richmond Hill	1	14	14	6	1	14			1	13	1
205	York	Richmond Hill	1	6	6								
7407	SilverCity Newmarket (AVX)	Newmarket	1	13	13	5	1	13			1	13	1
56	Stardust Drive-In	Newmarket	1	3									
7284	Cineplex Odeon Aurora	Aurora	1	10	10	4	1	10			1	15	1
TOTAL GREATER TORONTO AREA (GTA)			34	321	287	107	21	254	1	6	23	212	21
BALANCE OF TORONTO (EMA)													
7270	Galaxy Cinemas Orangeville	Orangeville	1	7	7	3	1	7			1	6	1
202	Bayfield 7	Barrie	1	7	7	2							
53	Sunset Drive-In	Barrie	1	3	3								
7249	Galaxy Cinemas Barrie	Barrie	1	12	12	5	1	12			1	4	1
7274	Galaxy Orillia	Orillia	1	6	6	3	1	6			1	4	1
7411	SilverCity Brampton (AVX)	Brampton	1	16	16	6	1	16			1	11	1
7250	CO Orion Gate Cinemas	Brampton	1	10	10	4	1	10			1	4	1
L506	Empire Theatres Bolton	Bolton	1	7	7	3	1	7			1	2	1
7272	Galaxy Guelph	Guelph	1	10	10	4	1	10			1	14	1
7117	Galaxy Pergola South Guelph	South Guelph	1	8	8	4	1	8			1	3	1
7269	Galaxy Cambridge	Cambridge	1	9	9	4	1	9			1	4	1
7415	SilverCity Ancaster (IMAX)	Ancaster	1	9	9	4	1	9			1	13	1
7290	SilverCity Hamilton Mountain (AVX)	Hamilton	1	10	10	6	1	10			1	8	1
L507	Empire Theatres Jackson Square	Hamilton	1	6	6	2	1	6			1	5	
51	Starlite Drive-In	Hamilton	1	3	3								
208	Westdale	Hamilton	1	1									
7413	Silver City Burlington	Burlington	1	12	12	4	1	12			1	12	1
7285	Galaxy Milton	Milton	1	8	8	4	1	8			1	4	1
7273	SilverCity Oakville (VIP)	Oakville	1	9	9	4	1	12			1	4	1

ID#	LOCATION	MARKET	SHOW-TIME				PRE-SHOW				BACKLITS 4x6		DIGITAL SIGNAGE CINEMA LOBBY
			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	
							LOC	Screens	LOC	Screens			LOCATION
50	The 5 Drive-In	Oakville	1	3	3								
7123	CO Winston Churchill Cinemas (IMAX) (UltraAVX)	Oakville	1	24	24	6	1	23			1	5	1
203	Frederick	Kitchener	1	2									
L501	Empire Theatres Kitchener	Kitchener	1	12	11	5	1	12			1	6	1
7268	Galaxy Waterloo	Waterloo	1	10	10	4	1	10			1	4	1
L500	Empire Theatres Waterloo	Waterloo	1	10	10	5	1	10			1	4	1
L503	Empire Theatres Pen Centre	St. Catharines	1	10	10	5	1	10			1	11	1
54	Can-View Drive-In	St. Catharines	1	4	4								
7256	Cineplex Odeon Niagara Square	Niagara Falls	1	10	10	5	1	10			1	4	1
7206	Cineplex Odeon Seaway Mall	Welland	1	7	7	2	1	7					
7241	Cineplex Odeon Clarington Place	Bowmanville	1	11	11	3	1	11					1
7263	Galaxy Peterborough	Peterborough	1	11	11	4	1	11			1	4	1
55	Twin Drive-In	Lindsay	1	2									
7409	Galaxy Cinemas Belleville	Belleville	1	8	8	3	1	8			1	4	1
7248	Cineplex Odeon Ajax	Ajax	1	10	10	3	1	10			1	4	1
7289	Cineplex Odeon Oshawa	Oshawa	1	10	10	4	1	10			1	13	1
O11	Northumberland Theatres	Cobourg	1	3	3								
L510	Empire Theatres Whitby	Whitby	1	24	23	7	1	24			1	4	
3704	Interchange 30	Concord	1	13	3	3					1	4	
TOTAL BALANCE OF TORONTO (EMA)			37	335	320	121	28	298	0	0	27	165	25
TOTAL TORONTO (GTA + EMA)			69	651	614	232	49	560	1	6	49	356	46
OTTAWA													
7247	Cineplex Odeon South Keys	Ottawa	1	12	12	4	1	12			1	5	1
7286	Cineplex Odeon Barrhaven	Barrhaven	1	7	7	4	1	7			1	5	1
L502	Empire Theatres Orleans	Orleans	1	10	10	5	1	10			1	4	1
7424	Coliseum Ottawa (AVX)	Ottawa	1	12	12	4	1	12			1	12	1
ML09	Rainbow Cinema Ottawa	Ottawa	1	5	5								
7428	SilverCity Gloucester (IMAX)	Gloucester	1	15	15	5	1	15			1	12	1
O12	Algonquin Cinemas	Pembroke	1	3	3	4	1	24			1	4	
L509	Empire Theatres Kanata	Kanata	1	23	23	4	1	24				1	4
TOTAL OTTAWA			8	91	91	28	7	87	0	0	7	45	6
BALANCE OF ONTARIO													
7291	Galaxy Brantford	Brantford	1	8	8	4	1	8			1	6	1
7283	Galaxy Brockville	Brockville	1	6	6	2	1	6			1	2	1
7262	Galaxy Cornwall	Cornwall	1	7	7	3	1	7			1	4	1
261	Port Theatre	Cornwall	1	1									
7271	Galaxy Midland	Midland	1	7	7	2	1	7			1	4	1
7265	Galaxy Cinemas North Bay	North Bay	1	7	7	3	1	7			1	5	1
7264	Galaxy Owen Sound	Owen Sound	1	7	7	3	1	7			1	4	1
7266	Galaxy Sault Ste. Marie	Sault Ste. Marie	1	12	12	4	1	12			1	4	1
7267	Galaxy St. Thomas	St. Thomas	1	6	6	3	1	6			1	5	1
7257	Cineplex Odeon Devonshire Mall	Windsor	1	12	12	4	1	12			1	4	1
255	Lakeshore Cinemas	Windsor	1	10	10	2							
7431	SilverCity Windsor (IMAX)	Windsor	1	11	11	4	1	11			1	7	1
254	Imagine Cinema	Leamington	1	3	3								
7422	SilverCity London (IMAX)	London	1	11	11	4	1	11			1	7	1
7112	Cineplex Odeon Westmount (VIP)	London	1	8	8	4	1	11			1	4	1
L508	Empire Theatres London	London	1	8	8	4	1	8			1	4	
ML15	Rainbow Cinemas London	London	1	7	7								
262	Hyland	London	1	1	1								
52	Mustang Drive-In	London	1	2	2								
260	Western Film	London	1	1	1								
252	Broadway	Tillsonburg	1	3									
7138	Galaxy Sarnia	Sarnia	1	8	8		1	8					
7429	SilverCity Sudbury (AVX)	Sudbury	1	12	12	5	1	12			1	14	1
7430	SilverCity Thunder Bay	Thunder Bay	1	12	12	4	1	12			1	10	1

CINEMA LOCATIONS

ID#	LOCATION	MARKET	SHOW-TIME				PRE-SHOW				BACKLITS 4x6		DIGITAL SIGNAGE CINEMA LOBBY
			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	
							LOC	Screens	LOC	Screens	LOC		LOCATION
7259	Cineplex Odeon Gardiners Rd. (AVX)	Kingston	1	10	10	5	1	10			1	4	1
L504	Empire Theatres Kingston (IMAX)	Kingston	1	9	9	4	1	10			1	4	
7297	Galaxy Chatham	Chatham	1	7	7	3	1	7			1	5	1
7288	Galaxy Cinemas Collingwood	Collingwood	1	7	7	3	1	7			1	2	1
253	Imagine Cinemas	Timmins	1	6	6								
256	Centre	Trenton	1	3	3	1							
257	Gallery	Woodstock	1	7	7								
TOTAL BALANCE OF ONTARIO			32	221	215	71	20	179	0	0	19	99	17
TOTAL ONTARIO			112	966	909	325	77	811	1	6	75	518	68
MANITOBA													
2401	SilverCity Polo Park (IMAX)	Winnipeg	1	13	13	8	1	13			1	9	1
2402	SilverCity St. Vital (AVX)	Winnipeg	1	10	10	6	1	10			1	2	1
2403	Kildonan Place 6	Winnipeg	1	6	6	2	1	6			1	4	
2111	Cinema City McGillivray (VIP)	Winnipeg	1	8	8	4	1	11			1	3	1
2112	Cinema City Northgate	Winnipeg	1	8	8	3	1	8					
L401	Empire Theatres Grant Park	Winnipeg	1	8	8	4	1	8			1	4	1
L400	Empire Theatres Brandon	Winnipeg (Brandon)	1	9	9	3	1	9			1	1	1
L402	Empire Theatres Winkler	Winnipeg (Winkler)	1	5	5	2	1	5			1	1	
300	Countryfest	Dauphin	1	4									
L045	Towne	Winnipeg	1	8	8	3	1	8					
L046	Globe	Winnipeg	1	3	3	1	1	3					
L042	Garry	Winnipeg (Selkirk)	1	1	1	1	1	1					
TOTAL MANITOBA			12	83	79	37	11	82	0	0	7	24	5
SASKATCHEWAN													
4109	Cineplex Odeon Centre	Saskatoon	1	7	7	2	1	7					
4403	Galaxy Cinemas Saskatoon (AVX)	Saskatoon	1	12	12	5	1	12			1	9	1
ML08	Rainbow Cinema Saskatoon	Saskatoon	1	8	8								
ML06	Roxy Theatre	Saskatoon	1	2	2								
4114	Galaxy Cinemas Regina	Regina	1	10	10	4	1	10			1	6	1
4108	Cineplex Odeon Southland Mall	Regina	1	10	10	4	1	10					1
ML07	Rainbow Cinema Golden Mile	Regina	1	8	8								
4113	Galaxy Cinemas Moosejaw	Moose Jaw	1	6	6	2	1	6			1	4	1
4112	Galaxy Prince Albert	Prince Albert	1	6	6	3	1	6			1	4	1
350	Twin	Swift Current	1	2	2	1							
L041	Soo	Weyburn	1	1	1				1	1			
L040	Tower	Yorkton	1	1	1				1	1			
TOTAL SASKATCHEWAN			12	73	73	21	6	51	2	2	4	23	5
ALBERTA													
CALGARY													
3134	Cineplex Odeon Eau Claire Market	Calgary	1	6	6	2					1	4	1
3138	Cineplex Odeon Crowfoot Crossing	Calgary	1	12	12	4	1	12			1	4	1
3142	Cineplex Odeon Sunridge Spectrum (AVX)	Calgary	1	14	14	6	1	14			1	4	1
3401	Scotiabank Theatre Chinook (IMAX) (AVX)	Calgary	1	16	16	7	1	16			1	8	1
3409	Cineplex Odeon Westhills	Calgary	1	10	10	5	1	10			1	8	1
3150	SilverCity CrossIron Mills (AVX)	Calgary	1	7	7	4	1	7			1	2	1
L200	Empire Theatres Shawnessy	Calgary	1	10	10	6	1	10			1	6	1
L204	Empire Theatres Country Hills (IMAX)	Calgary	1	15	15	5	1	15			1	8	1
L050	Globe	Calgary	1	2	1	1	1	2					
L022	Roxy	Calgary (Airdrie)	1	2	2	2	1	2					
LB01	Lux	Banff	1	4	4	2	1	4					
TOTAL CALGARY			11	98	97	44	10	92	0	0	8	44	8

ID#	LOCATION	MARKET	SHOW-TIME				PRE-SHOW				BACKLITS 4x6		DIGITAL SIGNAGE CINEMA LOBBY
			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	LOCATION
EDMONTON													
3143	Cineplex Odeon North Edmonton Cinemas (AVX)	Edmonton	1	14	14	7	1	14			1	4	1
3144	Cineplex Odeon South Edmonton (AVX)	Edmonton	1	16	16	6	1	16			1	5	1
3146	Galaxy Sherwood Park	Sherwood Park	1	10	10	4	1	10			1	8	1
3403	Scotiabank Theatre (IMAX) (AVX)	Edmonton	1	12	12	5	1	12			1	10	1
3147	Movies 12	Edmonton	1	12	12	3	1	12					1
3149	CPX Windermere (VIP) (AVX)	Edmonton	1	8	8	6	1	11			1	8	1
MLO5	Princess Theatre	Edmonton	1	2	2								
L203	Empire Theatres Clareview	Edmonton	1	10	10	4	1	10			1	4	1
L201	Empire Theatres City Centre	Edmonton	1	9	9	4	1	9			1	4	1
L202	Empire Theatres Spruce Grove	Spruce Grove	1	7	7	3	1	7					
H15	Leduc Cinema	Leduc	1	4	4	4			1	4			
H17	Wetaskiwin Cinema	Wetaskiwin	1	4	4	4			1	4			
L054	Cardium	Drayton Valley	1	3	3	3	1	3					
TOTAL EDMONTON			13	111	111	53	10	104	2	8	7	43	8
BALANCE OF ALBERTA													
3140	Galaxy Medicine Hat	Medicine Hat	1	10	10	5	1	10			1	3	1
454	Movie Mill	Lethbridge	1	7	7	3							
3101	Galaxy Lethbridge	Lethbridge	1	10	10	5	1	10			1	5	1
3132	Galaxy Red Deer	Red Deer	1	11	11	6	1	11			1	1	1
L064	Sylvan Lake	Red Deer	1	3	3	3	1	3					
H12	Lacombe City Cinemas	Lacombe	1	2	2	2			1	2			
455	Carnival	Red Deer	1	8	8	3							
L009	Jewel	Stettler	1	1	1	1	1	1					
3141	Cineplex Odeon Grand Prairie Cinemas	Grand Prairie	1	10	10	4	1	10			1	1	1
ML01	River City Cinema	Peace River	1	4	4								
ML02	Duggan Cinema	Camrose	1	5	5								
ML03	Elite Theatre	St. Paul	1	3	3								
ML04	Vista Theatre	Whitecourt	1	1	1								
H11	Park Theatre	High Prairie	1	2	2	2			1	2			
L005	Jan	Grand Prairie	1	3	3	2	1	3					
L020	Oasis	Brooks	1	1	1	1			1	1			
L014	Nova	Edson	1	1	1	1	1	3					
L055	Landmark 6	Fort McMurray	1	6	6	4	1	6					
TOTAL BALANCE OF ALBERTA			18	88	88	42	9	57	3	5	4	10	4
TOTAL ALBERTA			42	297	296	139	29	253	5	13	19	97	20
BRITISH COLUMBIA VANCOUVER (EMA)													
1422	Scotiabank Theatre (AVX)	Vancouver	1	9	9	6	1	9			1	15	1
1103	Cineplex Odeon Park & Tilford	N. Vancouver	1	6	6	3	1	6			1	4	
1147	CPX International Village Cinemas	Vancouver	1	12	12	4	1	12					1
1149	CPX Fifth Avenue Cinemas	Vancouver	1	5	5	2	1	5					
1150	CPX Park Cinemas	Vancouver	1	1	1	1			1	1			
L102	Empire Theatres Esplanade	N. Vancouver	1	6	6	3	1	6			1	4	
RC1	Village 8 Cinema	Whistler	1	8	8	2							
1141	Galaxy Rutherford Mall	Nanaimo	1	8	8	3	1	8			1	4	1
L030	Avalon	Nanaimo	1	8	8	5	1	8					
L100	Empire Theatres Guildford	Surrey	1	12	12	4	1	12			1	11	1
1136	Cineplex Odeon Strawberry Hill	Surrey	1	12	12	4	1	12			1	4	1
L023	Towne Cinema Centre	Abbotsford	1	9	9	5	1	9				1	2
1149	Cineplex Odeon Abbotsford	Abbotsford	1	8	8		1	11					
1142	Cineplex Odeon Meadowtown Cinemas	Pitt Meadows	1	10	10	4	1	10			1	2	1
505	Hollywood 3	Pitt Meadows	1	3	3	1							

CINEMA LOCATIONS

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			LOC	Total Screens	Digital Screens	3D Screens	Timed		DVD looped		LOC	Backlits Avail.	
							LOC	Screens	LOC	Screens	LOC		LOCATION
1412	SilverCity Coquitlam (VIP) (AVX)	Coquitlam	1	15	15	5	1	20			1	8	1
1409	SilverCity Riverport (IMAX) (AVX)	Richmond	1	18	18	6	1	18			1	12	1
506	Dolphin	Burnaby	1	2									
1408	SilverCity Metropolis (AVX)	Burnaby	1	10	10	5	1	10			1	11	1
L062	New Westminster	New Westminster	1	10	10	5	1	10					
1405	Colossus Langley (IMAX) (AVX)	Langley	1	18	18	6	1	18			1	11	1
1407	SilverCity Mission	Mission	1	12	12	4	1	12			1	6	1
1144	Galaxy Chilliwack (AVX)	Chilliwack	1	8	8	4	1	8			1	4	1
500	Cottonwood 4	Chilliwack	1	4	2								
501	Caprice 4	White Rock	1	4									
502	Rialto Twin	White Rock	1	2									
504	Hollywood 3	Delta	1	3	3	1							
1146	Cineplex Odeon Westshore (AVX)	Langford	1	7	7	4	1	7			1	3	1
87	Empire Theatres University	Victoria	1	4	4	2	1	4			1	4	
1129	Cineplex Odeon Victoria	Victoria	1	7	7	3	1	7			1	4	1
1417	SilverCity Victoria (IMAX)	Victoria	1	9	9	4	1	9			1	9	1
TOTAL VANCOUVER (EMA)			31	250	240	99	23	231	1	1	19	120	16
BALANCE OF B.C./YUKON													
1410	Orchard Plaza 5	Kelowna	1	5	5	3					1	4	1
L036	Grand 10	Kelowna	1	10	10	5	1	10			1	4	
L035	Paramount	Kelowna	1	3	3	2	1	3					
L037	Capitol	Kelowna (Westbank)	1	5	5	5	1	5					
L063	West Kelowna Xtreme	Kelowna	1	8	8	4			1	8			
L028	Rialto	Courtenay	1	4	4	4	1	4					
L039	Showcase	Campbell River	1	5	5	5	1	5					
L006	Paramount	Port Alberni	1	1	1	1	1	1					
1137	Cineplex Odeon Aberdeen Mall	Kamloops	1	8	8	4	1	8					1
L033	Paramount	Kamloops	1	2	2	2	1	2					
H1	South Cariboo Theatre	100 Mile House	1	1	1	1			1	1			
H2	Beacon Theatre	Burns Lake	1	1	1	1			1	1			
H19	Pleasant Valley Theatre	Houston	1	1	1				1	1			
H3	Golden Cinema	Golden	1	1	1	1			1	1			
H4	Carib Theatres	Quesnal	1	2	2	2			1	2			
H5	Salmar Theatres	Salmon Arm	1	5	5	5			1	5	1	2	
H6	Tillicum Twin Theatres	Terrace	1	2	2	2			1	1			
H7	Royal Theatres	Trail	1	1	1	1			1	1			
H8	Paradise Cinemas	Williams Lake	1	4	4	4			1	4	1	2	
H9	Gem Theatre	Grand Forks	1	1	1	1			1	1			
H10	Star Cinemas	Sidney	1	2	1	1							
521	Caprice Twin	Duncan	1	2									
550	Capitol	Yellowknife	1	3	3	1							
H14	Towne	Vernon	1	1	1	1				1	1		
1413	Galaxy Cinemas Vernon	Vernon	1	7	7	3	1	7					1
1414	FP Prince Rupert	Prince Rupert	1	3	3								
1415	Parkwood Mall, FP 6	Prince George	1	6	6	3	1	6			1	4	1
H18	Vogue Theatre	Fernie	1	2	2	2			1	2			
L052	Columbia	Cranbrook	1	5	5	3	1	5					
L053	Aurora	Fort St. John	1	5	5	3	1	5					
L021	Centre Cinema	Dawson Creek	1	1	1	1	1	1					
L060	Landmark Penticton	Penticton	1	7	7	5	1	4					
L026	Yukon	Whitehorse	1	2	2	2			1	2			
L027	Qwanlin	Whitehorse	1	2	2	2			1	2			
BALANCE OF BC			34	118	115	80	14	66	15	33	5	16	4
TOTAL BC			65	368	355	179	37	297	16	34	24	136	20
TOTAL CANADA			306	2321	2235	916	202	1914	24	55	167	966	154



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