



Contained herein, are details of the requirements for client material booked to appear on Cineplex.com's website. For further information, please consult Rick McLoughlin at [rick.mcloughlin@cineplex.com](mailto:rick.mcloughlin@cineplex.com) 416-539-8800 x244

SEE BELOW FOR SUPPORTED CINEPLEX.COM AD UNIT SIZES AND SPEC REQUIREMENTS.

**GENERAL GUIDELINES:** Cineplex.com conforms to IAB CUAP 2.0 Advertising Standards. All ad units shall clearly display the company name or identifiable logo in their creative. The creative or message in the ad unit must correspond to the landing page. Ad units must not download or appear to download and install programs or plugins. Ad units cannot contain or attempt to solicit personal information from the user. Ad units must not contain available by quotation from your Cineplex Media sales rep. All ads must be supported by I.E. 5.5 or higher. Due to their inherent configurability by the end-user, Cineplex Media cannot guarantee full ad support for Mozilla and Mac browsers. No more than two top layer ads on the same site at any time.

**FLASH SPECIFICATIONS:** Cineplex.com supports Flash 5 .swf files or higher. Maximum frame rate is 30 fps (excluding video content). Please refer to <http://www.iabcanada.com/clicktag/> regarding the required implementation of the [Universal ClickTag](#).

## Online Advertising Specifications

### Definitions

**Standard creative** = gif, jpg or standard Flash 40k (or under)

**Rich Media creative** = Any of: Expandable, Top Layer (Floating),  
Flash creative over 40k, with "polite" download.

### Ad Creative Due Dates

**Standard creative** must be submitted to Uma Islow 3 days prior to live date  
Rich Media, Video Creative must be sent to Uma Islow at least 5 days prior to live date.

### Standard Online Ads:

	Formats	Weight	Click Through	Execution	Flash Notes
Leaderboard (LB) 728 x 90	swf, gif, jpg, approved 3rd party tags	Max 50kb file size	All creative must be accompanied by a working web based click through URL (email addresses not accepted) Flash creative should use the IAB Universal ClickTag <a href="http://www.iabcanada.com/clicktag">www.iabcanada.com/clicktag</a> 3rd party tags must accommodate click tracking and cache busting variables	Up to 30 seconds automatic animation, unlimited during user interaction. Audio must be user initiated	Flash Up to and including Version 8.0 (Action Script. 2.0)  Backup ads required (.gif or .jpg)
BigBox (BB) 300 x 250					
Skyscraper (SS) 160 x 600					
Contest Banner 160 x 110					

## Rich Media Online Ads:

	Formats	Weight/Design	Click Through	Execution	Flash Notes
In unit embedded video 728 x 90, 300 x 250, 160 x 600	Approved 3rd party vendor tags only	Max 60kb initial load, up to 2.2mb progressive Z-Index 200+	3rd party tags must accommodate click tracking and cache busting variables	Up to 30 seconds automatic animation, unlimited during user interaction.	Audio must be user initiated, including volume (on/off)
Expandable Ads 728 x 90 expands down 300 x 250 expands left 160 x 600 expands left				Expand on user interaction. Expand on rollover, retract on roll-off (or click open, click close)	Audio must be user initiated, including volume (on/off), IAB close button must be used
Top layer (Floating) 500 x 500				Visible for up to 10 seconds, must have close button in top right hand corner	No Audio, Must be frequency capped

## Mobile:

	Formats	Weight/Design	Dimensions	Click Through	Flash Notes
Mobile Banner	GIF, PNG, JPEG	< 5 KB file size	320 x 50 216x36 168x28 120x20	<b>MUST</b> be a mobile optimized URL	Flash is <b>NOT</b> a <b>supported</b> file format for Mobile delivery.

## Print, Skip, Scan Print-outs:

	Formats	Weight	Dimensions
PSS Banner	GIF, PNG, JPEG	< 100 KB file size	1890 x 650

## PreRoll:

	Formats	Weight	Functionality	Flash	General Notes
Pre-Roll	<p><b>Preferred:</b> MOV QuickTime DV</p> <p>AVI Microsoft DV AVI</p> <p><b>Others:</b> MPEG-2 ISO/IEC 13818-2</p>	<p>Up to 15 seconds</p> <p>2.2 mb Polite download (Paid for by Advertiser)</p> <p>Aspect Ratio: 16:9 or 4:3</p>	<p><b>NTSC:</b> Frame Size: 720 x 480 Frame Rate: 29.97fps</p> <p><b>PAL:</b> Frame Size: 720 x 576 Frame Rate: 25fps</p>	<p>FLV/SWF or Flash is <b>NOT supported</b> for re-encoding due to the limitations of the file format.</p>	<p>Do <b>NOT</b> submit PreRolls that require additional editing or cutting. For example, countdowns, headers and footers should be removed from digital sources prior to submission.</p>

## Skins:

Skins that include logos and backgrounds require extra elements to be submitted, which may include:

- a high resolution copy of the logo to be used, preferably in .psd, .ai or .eps format
- a background image OR elements for the designers to build a background image from
- Clear, concise instructions for building the background, ask your rep for a creative direction document

All skin backgrounds will be created by Cineplex Interactive and a mock-up will be provided for client approval. To accommodate this process, all elements must be submitted a minimum of 10 business days prior to the start of the skin.

# Element Submission for development by Cineplex Interactive

## Logos, Wordmarks and Branding Illustrations

Acceptable File Formats	Colours	Fonts & Type	Style Guides	Notes
<b>Adobe Illustrator (.ai)</b>  <b>Encapsulated PostScript (.eps)</b>  <b>Acrobat Portable Document (.pdf)</b>	Provide RGB/Websafe equivalent for any CMYK colors Hexadecimal format (#ff0000) or RGB value format (R=100 G=20 B=15)	Text must be converted to outlines/curves OR necessary TrueType, Open Type or PostScript fonts must be provided	Please provide any brand style guides to assist the design team in creating a consistent feel	N/A

## Images

Acceptable File Formats	Colours	Fonts & Type	Style Guides	Notes
<b>JPG</b> <b>GIF</b> <b>PNG*</b> <b>Photoshop PSD*</b> <b>TIFF*</b> <b>*non-flattened</b>	Provide RGB/Websafe equivalent for any CMYK colors Hexadecimal format (#ff0000) or RGB value format (R=100 G=20 B=15)	Text must be converted to outlines/curves OR necessary TrueType, Open Type or PostScript fonts must be provided	Please provide any brand style guides to assist the design team in creating a consistent feel	Minimum 800x600 resolution 72dpi or better No compression