



UPDATED October 11, 2011

**SPECS & FTP INFO FROM CINEPLEX MEDIA for the
DIGITAL CINEMA (DCI) PRE SHOW (16 x 9 aspect ratio)
For Empire Theatres**

The following document contains production specs for spots scheduled to appear in the **DIGITAL CINEMA (DCI) PRE SHOW** for Empire Theatres. Note: Client creative will be sent to our supplier, MIJO in Toronto for processing.

All advertising must be consistent with the Cineplex Media Advertising Policy which may be found at www.cineplexmedia.com.

Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions.

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 cost.

If you have *any questions* about deadlines for your creative, please immediately contact your sales rep at Cineplex Media. All creative is subject to pre-approval by Cineplex Entertainment prior to production as per the terms and conditions in your client contract.

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

Thank you for your business!

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GENERAL TIPS

There are two standards for submitting content for the Empire Pre-Show.

- 1) The first is a fully DCI compliant DCP. These are 24fps JPEG2000 .MXF files wrapped in accordance with the DCP standard for 2K “FLAT” presentation (2048X1080 in X,Y,Z colour space). These files must be **stereo only** and fully compliant upon submission as no alteration other than inclusion in the playlist is possible. Any deviation from the standards in this document will result in the supplier having to resubmit the DCP. Spots in this format may contain no more than 12 frames of pre-roll and post-roll.

- 2) The other submission standard is designed to be very easy for a typical broadcast post production facility to supply. These will be standard HD spots on tape or as QuickTime files in formats described later in this document. Spots that exist in a native frame rate of 23.976p or 24p are acceptable and preferred. Native HD sizing and colour space is required. (1920X1080)

Bright punchy colours always look great on screen. We recommend you always use the largest font possible in your spot for best effects. (Min. 16-18 pt font size recommended)

IMPORTANT: Cineplex Media is not responsible for royalty payments/copyright clearances/ SOCAN fees, etc. on any music/audio that clients send to accompany their spot(s). Therefore, if you/your client elects to send audio with your spot, it is the client’s responsibility to insure that all appropriate copyright clearances/rights, etc. for any audio sent to Cineplex Media -or our supplier- have been attained prior to our acceptance of the material.

ASPECT RATIO NOTES:

All content in the Empire pre – show is displayed within an aspect ratio of 16:9 (1.78:1). In order to insure that all text is displayed on the screen, please remember that your text and relevant graphics should be placed within the “text-safe area”. If content is outside of this area, it may not be seen when projected. Files submitted with aspect ratios other than 16x9 format for the pre show, (example: 1.33:1) **will be pillarboxed for presentation on screen.** To avoid pillarboxing, please provide artwork to fit our specs, listed below by creative deadline.

STATIC /STILL SLIDES – (HD) PRE SHOW

--The safest and least problematic method of producing a slide is to provide your creative as a JPG format for ease of distribution.

-All artwork must be created in RGB (not CMYK).

-Convert all grayscale images, line art and duotones to RGB.

Image resolution should be 1920 pixels by 1080 pixels @ 72 DPI - with a type- safe area of 1724 x 972 pixels at a resolution of 72 DPI.

Please check your artwork to ensure your type and important graphics are within the type-safe area, *before forwarding* final creative. If content is outside of this area, it may not be seen when projected.

<i>DESCRIPTION</i>	<i>SPECIFICATION /EMPIRE <u>STATIC SLIDES</u></i>
<i>Content Resolution (High Definition)</i>	1920x1080 (width x height)
<i>Pixel Geometry</i>	Square 1:1
<i>Aspect Ratio</i>	16:9 (1.78:1)
<i>Color Mode</i>	8-bit (per channel) RGB
<i>Minimum Font Size</i>	16 Pt. (for most fonts)
<i>Transition</i>	None
<i>TEXT SAFE AREA</i>	1724 x 972 pixels
<i>Compression</i>	JPEG

Delivery of static slide files (without audio) can be done through email to:

Christina.Clark@cineplex.com by deadline date, as static slide files are very small.

AUDIO GUIDELINES / Static slides & animated files: If you would like to incorporate audio with your static spot – please make note of the following: The length of the audio spot has to be the same as the visual spot on screen. We can't have, for example, a 20-second audio spot with two 10-second static slides. The audio spot must be delivered at the same time as the visual component of your spot is delivered to our supplier, MIJO. Please insure you have attained rights to the music /audio component of your spot, as outlined in “General Tips” on page one of this document.

All digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -8 digital. Audio files are to be uncompressed 48khz, 16 bit stereo in WAV or AIFF format.

Compressed audio files (such as MP3, MP4) are NOT acceptable.

DIGITAL MOTION FILES 16 x 9 (HD) – WITH AUDIO

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

1. HD Tape formats: HDCAM or HDCAM-SR
2. High resolution H.264 (50Mbit or higher), JPEG 2000 or Motion JPEG Compressed Quicktime at 24 or 23.976 FPS

<i>DESCRIPTION</i>	<i>SPECIFICATION / EMPIRE <u>DIGITAL MOTION FILES WITH AUDIO (16 x 9)</u></i>
<i>Content Resolution -Standard Definition</i>	1920 X 1080 (width x height)
<i>Pixel Geometry</i>	Square 1:1
<i>Aspect Ratio</i>	16:9 (1.78:1)
<i>Color Mode</i>	RGB 8 Bit / Channel (AKA 24bit)
<i>Audio</i>	48khz 16bit Stereo
<i>Frame Rate</i>	23.976 or 24fps
<i>TEXT SAFE AREA</i>	1724 x 972 pixels
<i>Compression</i>	JPEG 2000 or Motion JPEG at 100% quality

Video clips must be created in a High Definition 16 x 9 aspect ratio (1920 X 1080) with a safe area of 1724 X 972) pixels.

- All video specifications must meet SMPTE standards and all digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -8 digital. Audio specifications for final movies are uncompressed 48khz, 16 bit stereo.

Please carefully review the “ASPECT RATIO NOTES” outlined on page two before submitting your creative.

DIGITAL ANIMATED FILES – (HD) PRE-SHOW

If you would like to incorporate audio with your spot – **please refer to the Audio guidelines listed on page three of this document for full instructions.**

Final clips must be either delivered as a digital video master meeting the specifications for video clips or, delivered in JPEG 2000 or Motion JPEG Compressed QuickTime on CD, Data DVD –ROM (not DVD Video Disk) or via FTP.

- All vector based animation (Macromedia Flash) **must** be converted to a pixel-based movie file before delivery and should be delivered as a QuickTime movie.
- Adobe Premiere can be used to convert your QuickTime Flash file to a pixel-based movie file

If you are unsure if the file is correct, check your file size, as this is the most obvious giveaway. If your file is under 10 megs, then it is not correct. Generally, the file size of a JPEG 2000 or Motion JPEG QuickTime animation can be between 400MB to 1.4GB in size, depending on the length.

To check that your vector based animation is set to spec *before you send*, open it first in QuickTime.

Next, under the **Movie Info menu**, your Format must read, JPEG 2000 or Motion JPEG Compressed QuickTime 1920 X 1080, Millions**.

*(this means that the file has been saved as a JPEG 2000 or Motion JPEG Compressed QuickTime file, which is what we require!!)

** (re: Colour should say *Millions* (not thousands or 256)

Steps to correctly export your animated file out of Macromedia Flash:

In Macromedia Flash, under the file menu, choose *Export Movie*.

A window will pop up on the middle of your screen asking you to name your file (please also review our naming convention rules on next page), and to select a format.

Under format, choose *QuickTime Video*. Then save.

After you have saved your file as QuickTime Video, a new window will pop up titled: *Export QuickTime*.

In the Export QuickTime window your settings must read:

Dimensions: 1920 x 1080 pixels

Please carefully review the “ASPECT RATIO NOTES” outlined on page two before submitting your creative.

Make sure that the “maintain aspect ratio” has an X in the box

Format: select 24 Bit color (this assures millions of colours)

Compressor: JPEG 2000 or Motion JPEG

Quality: (move slider all the way to the right hand of the scale, insuring that the quality of your file is the highest possible)

Click *Ok*, to export your file to the destination you have selected.

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DELIVERY OF YOUR CREATIVE

IMPORTANT

ALL INCOMING CREATIVE MUST COMPLY WITH THESE NAMING CONVENTION RULES –

please read and name your spots accordingly:

Label as follows: (Client Name)-(Spot Name)-(Duration and Language)-(Month spot is to begin airing).(file format)

(i.e.: Lexus-Iceboat-30-ENG-Dec.mov)

***If you are sending a hard copy of your spot – please *also* insure that you label the spot
“FOR CINEPLEX DIGITAL PRE SHOW - EMPIRE”**

Please see below – for delivery information of your creative material. Note labeling /naming convention instructions (above). Please also insure that your creative arrives by the deadline date assigned by your sales rep at Cineplex Media.

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

MIJO,

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

Attn: 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 listed at the top of this page. Failure to follow this naming convention 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

**Once your file is completely uploaded, please send an e-mail to
DPS@mijo.com and cc: Christina Clark christina.clark@cineplex.com
Your email should note particulars of your creative delivery, including file name.**

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

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.

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