



Updated June 4, 2010

DVD LOBBY SHOW SPECS & LOBBY SHOW CREATIVE DELIVERY INFORMATION

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

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

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

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

**For production spec questions, contact Marina Araujo at:
416-539-8800 ext 262**

Thank you for your business!

DVD LOBBY SHOW SPECS

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

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

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

Audio in the DVD lobby show is not available at Cineplex Entertainment theatres but is available at Chain theatre locations. For chain locations all digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -5 digital.

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

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

DELIVERY OF YOUR CREATIVE

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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)-LOBBY.(file format)
(ie: Lexus-Iceboat-30-ENG-Dec-LOBBY.mov)**

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

Please see below for delivery information for 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: Amanda Champion – Production coordinator 416-964-7539

amanda.champion@mijo.com / and cc: olivia.shin@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 the names listed below.

DPS@mijo.com and cc: Marina.Araujo@cineplex.com and

Charlene.Ham@cineplex.com

(Send your email notice of file upload to both staff members at Cineplex Media)

Your email should note particulars of your creative delivery, including file name.

**If you have any problems accessing the server, please contact
Amanda Champion or Olivia Shin at MIJO (see contact information above.)**

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

Thank you for your business!