



# CONCOURSE NETWORK

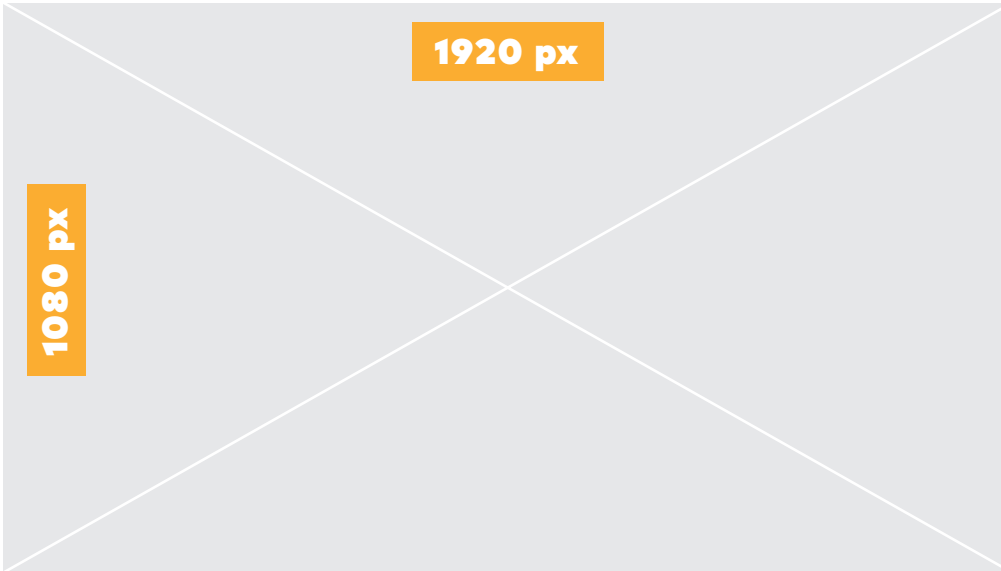
DIGITAL SIGNAGE NETWORK SPECIFICATIONS



The following document contains production and delivery specs for Digital Signage client creative contracted to appear in the Digital Concourse Network.

# DIGITAL CONCOURSE

## HORIZONTAL 16:9 LAYOUT SPECIFICATIONS



Content Resolution	Pixel Geometry	Aspect Ratio	Audio
1920 px x 1080 px	Square (1:1)	16:9	N/A
Frame Rate	Bitrate	Video Encoding	Still Image Format
29.97 (Progressive)	8 Mbit/sec	MPEG 4 (.H264, 2-PASS VBR)	.JPG/.PNG

**FOOD COURT SCREEN**

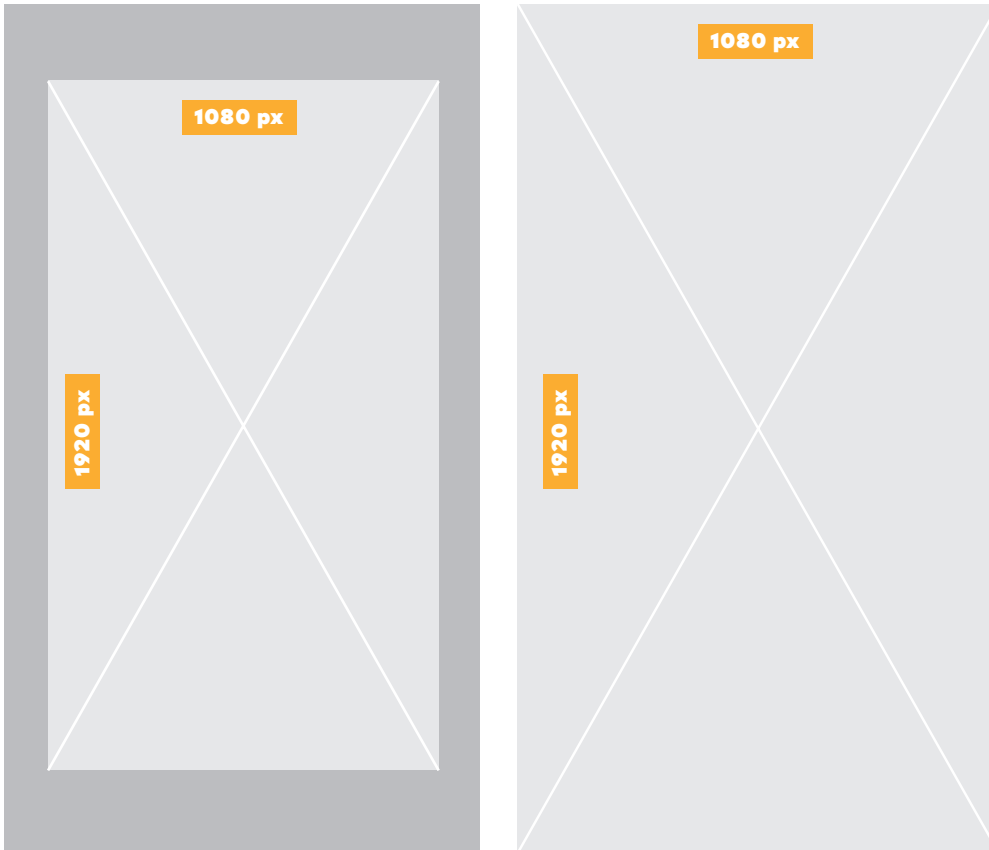
**TRANSITIONAL SCREEN**

**HORIZONTAL SCREEN LAYOUTS**

Horizontal formats display informational content and advertising in the main stage display area. Screens located in Food Court areas alternate between full-screen advertising and informational content-driven layouts, featuring current news headlines, weather details and sports scores updates.

# DIGITAL CONCOURSE

## PORTRAIT 9:16 LAYOUT SPECIFICATIONS

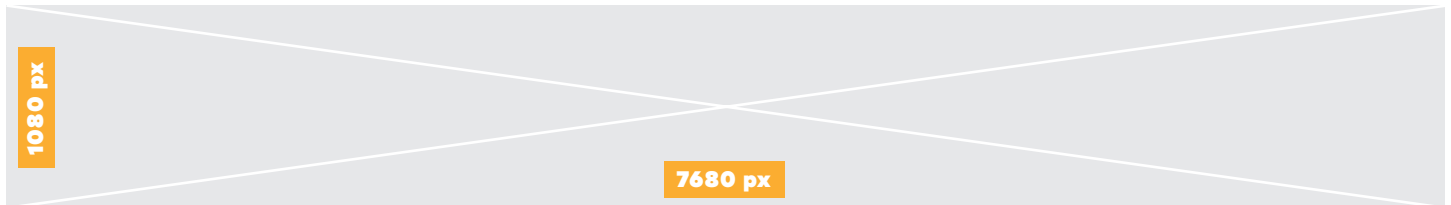


### PORTRAIT SCREEN LAYOUTS

Portrait formats display informational content and advertising in the main stage display area. Screen layouts vary by location. For more information contact a member of the Production team.

Screen sizes and layouts vary by location.  
For specific screen sizes, please contact Cineplex Media.

Content Resolution	Pixel Geometry	Aspect Ratio	Audio
1080 px x 1920 px	Square (1:1)	9:16	N/A
Frame Rate	Bitrate	Video Encoding	Still Image Format
29.97 (Progressive)	8 Mbit/sec	MPEG 4 (.H264, 2-PASS VBR)	.JPG/.PNG



## MOTION / VIDEO SPECS

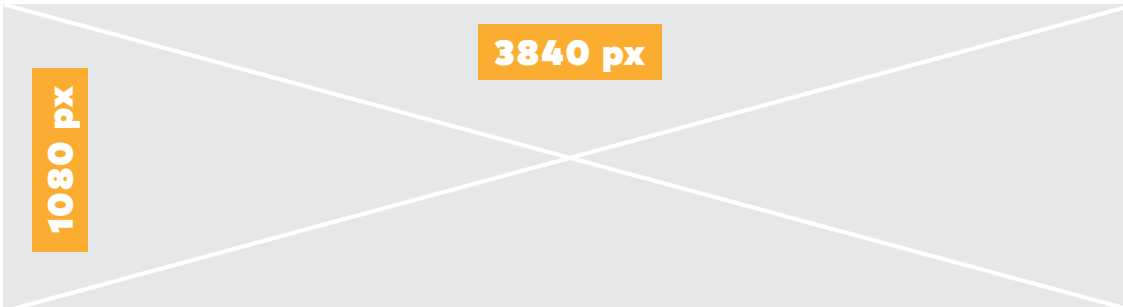
Content Resolution	Pixel Geometry	Aspect Ratio	Audio
5120 px x 720 px	Square (1:1)	64:9	N/A
Frame Rate	Bitrate	Video Encoding	
29.97 (Progressive)	8 Mbit/sec	MPEG 4 (.H264, 2-PASS VBR)	

## STATIC IMAGE SPECS

Content Resolution	Text	Format
7680 px x 1080 px	50+ pt text recommended	.JPG/.PNG

# DIGITAL CONCOURSE

HORIZONTAL 32:9 LAYOUT SPECIFICATIONS (BAY CENTRE ONLY)



Content Resolution	Pixel Geometry	Aspect Ratio	Audio
<b>Display:</b> 3840 px x 1080px <b>Encoding:</b> 2x 1920px x 1080px (Synchronized)	Square (1:1)	32:9 (2x 16:9)	N/A
Frame Rate	Bitrate	Video Encoding	Still Image Format
29.97 (Progressive)	8 Mbit/sec	MPEG 4 (.H264, 2-PASS VBR)	.JPG/.PNG

## FILE NAMING:

BAYC-01-filename.ext (Left)  
BAYC-02-filename.ext (Right)

## FILE SUBMISSION FORMAT:

2 SEPERATE FILES @ 1920 X 1080 PX EACH

**NOTE:** If you are unable to provide creative sized to fit the banner specifications, you can choose to run standard HD sized (1920x1080) creative duplicated and synchronized across both displays.

**Files for each screen must be the same duration to ensure the content plays in sync.**

# DELIVERING YOUR CONTENT



## SUBMISSION DEADLINES

Final creative is due **5 business days (1 week)** prior to start date. For creative being produced by Cineplex Media, creative elements are due **10 business days (2 weeks)** prior to start date.

## ELECTRONIC SUBMISSION

**FTP:** ftp.cineplex.com  
**User ID:** varclients  
**Password:** cineplex  
**Folder:** Incoming

**IMPORTANT:** After successfully uploading your creative, please send a confirmation email with file names to [ConcourseNetwork@cineplex.com](mailto:ConcourseNetwork@cineplex.com)

### PRIVACY NOTICE:

Cineplex Media will strive to remove material from our FTP as it is received. However, your file name(s) may, for a short time, be visible to other FTP users with access to our upload account.

## DVD/CD HARD COPY SUBMISSION

### CINEPLEX MEDIA

102 Atlantic Avenue Toronto, Ontario M6K 1X9  
ATTN: Stephanie Smith  
416-539-8800 Ext. 5219  
[Stephanie.Smith@cineplex.com](mailto:Stephanie.Smith@cineplex.com)

**NOTE:** Please mark all creative as "Digital Concourse Network," labelled clearly with **Client Name, Title, Length** and **Language**

Any creative deadlines that are missed will result in additional costs and may result in a delay of the campaign for which Cineplex Media will not be held responsible. Cineplex must pre-approve all creative prior to production as per the terms and conditions in your client contract. Cineplex reserves the right to reject creative not delivered to published specifications, resulting in unsatisfactory video or audio quality.

**If you have any questions regarding deadlines for your creative, please contact your Cineplex Media Account Manager**

All client creative is subject to pre-approval by Cineplex Entertainment.

## FOR PRODUCTION SPECIFIC QUESTIONS, PLEASE CONTACT A MEMBER OF OUR DIGITAL SIGNAGE PRODUCTION TEAM:

### STEPHANIE SMITH

Senior Production Manager  
Digital Signage

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Please ensure you are following the most up-to-date specifications. This document was last modified on **February 11, 2019**.