

MANULIFE CENTRE

DIGITAL SIGNAGE SPECIFICATIONS

UPDATED ON APRIL 11, 2023



The following document contains production and delivery specifications for Digital Signage media content contracted to appear at the Manulife Centre.

MANULIFE CENTRE

PORTRAIT 9:16 LAYOUT SPECIFICATIONS



MOTION/VIDEO SPECS

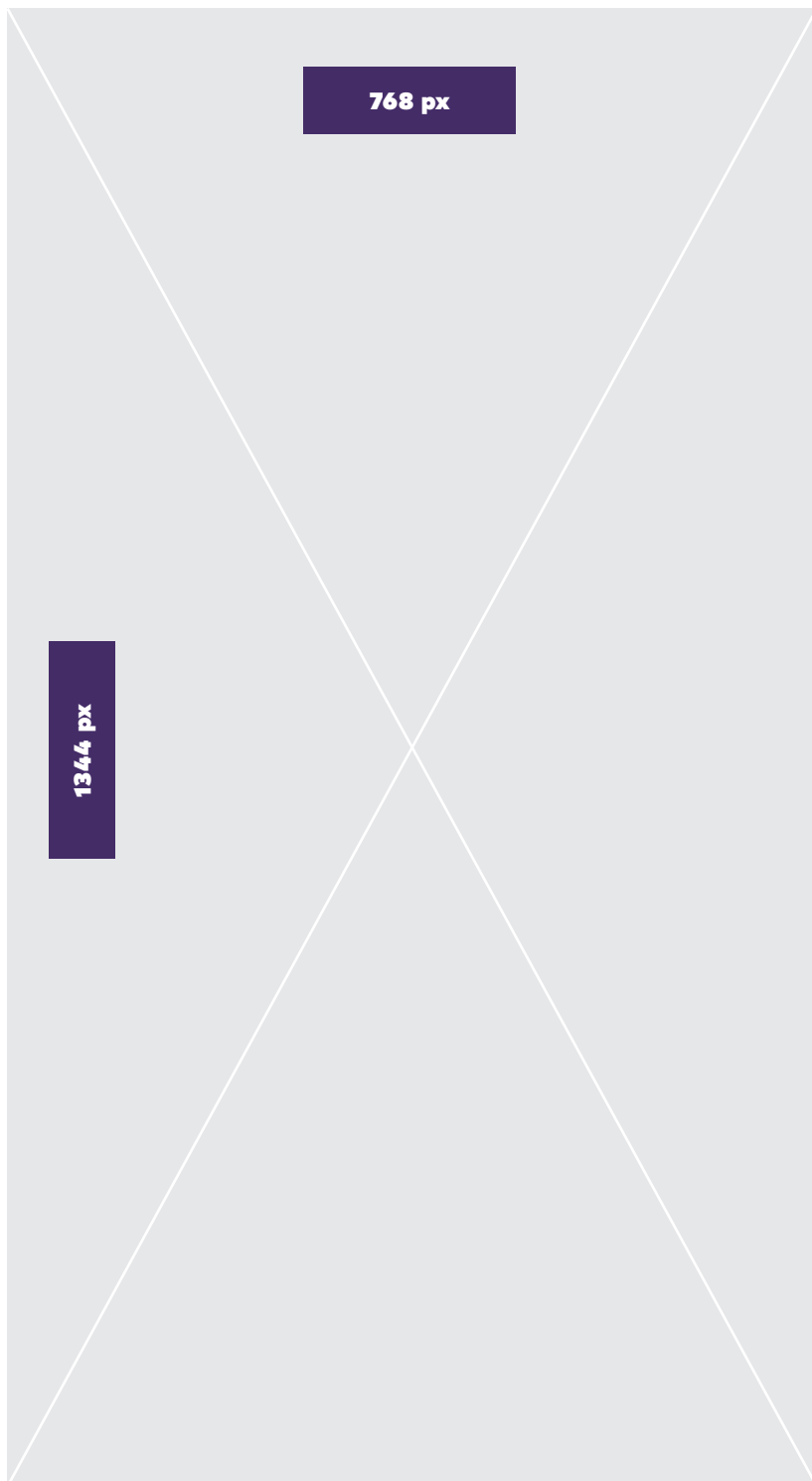
Content Resolution	Pixel Geometry
1080 px x 1920 px	Square (1:1)
Frame Rate	Encoding
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)
Text	Aspect Ratio
50+ pt recommended	9:16
Bitrate	Audio
8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	
1080 px x 1920 px	
Text	Format
50+ pt text recommended	.JPG/.PNG

MANULIFE CENTRE

PORTRAIT 4:7 LAYOUT SPECIFICATIONS



MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry
768 px x 1344 px	Square (1:1)
Frame Rate	Encoding
23.976 or 29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)
Text	Aspect Ratio
50+ pt recommended	4:7
Bitrate	Audio
8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	
768 px x 1344 px	
Text	Format
50+ pt text recommended	.JPG/.PNG

DELIVERY INFORMATION

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

Files may be submitted via a file sharing service of your choice (WeTransfer, Dropbox, Box.com, Google Drive etc.)

IMPORTANT: After successfully uploading your creative, please send a confirmation email with URL to ShoppingConcourse@cineplex.com.

POLICY NOTICE: 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 MORE INFORMATION, PLEASE CONTACT OUR TEAM AT
SHOPPINGCONCOURSE@CINEPLEX.COM**

Please ensure you are following the most up-to-date specifications. This document was last modified on **April 11, 2023**.