

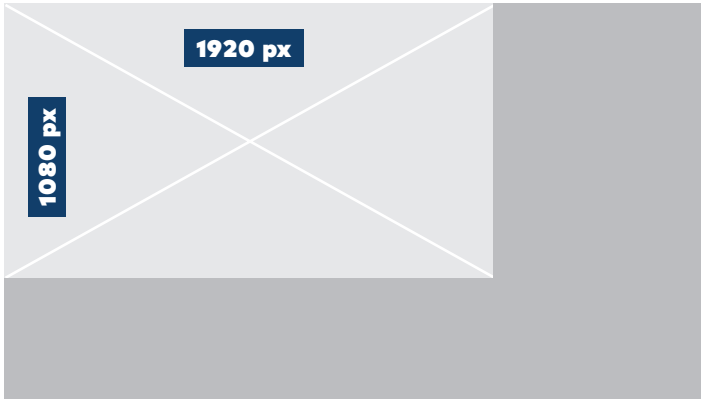
CONCOURSE NETWORK

DIGITAL SIGNAGE NETWORK SPECIFICATIONS

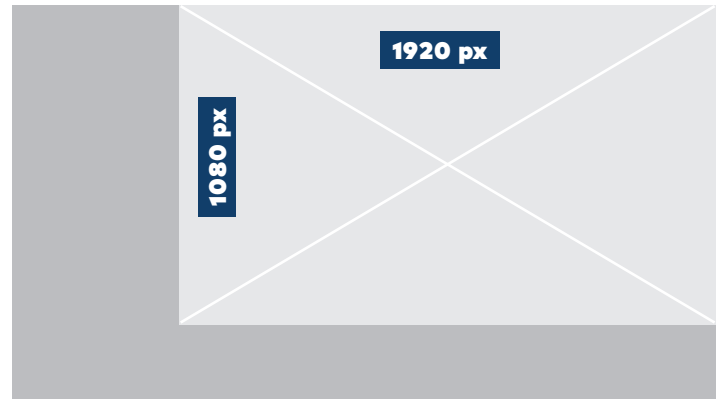
UPDATED ON OCTOBER 27, 2021



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



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.

MOTION/VIDEO SPECS

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

STATIC IMAGE SPECS

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



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

PORTRAIT SCREEN LAYOUTS

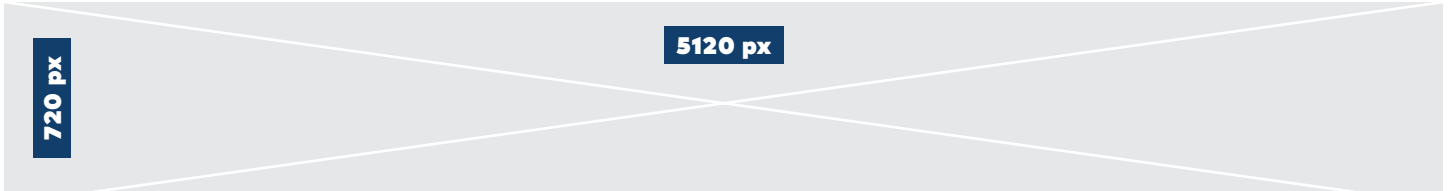
Portrait formats display informational content and advertising in the main stage display area. Screen layouts vary by location. For more information contact a member of the Production team.

MOTION/VIDEO SPECS

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

STATIC IMAGE SPECS

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

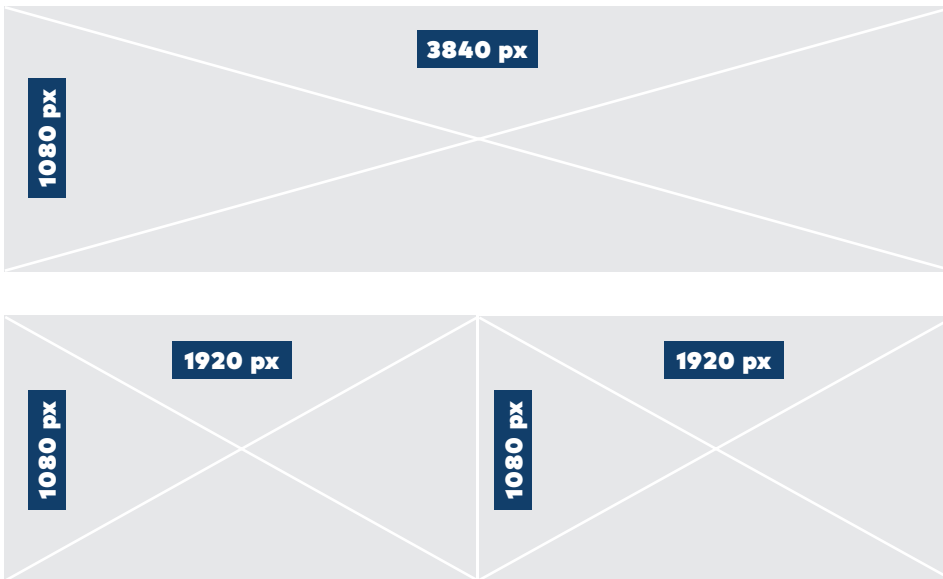


MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
5120 px x 720 px	Square (1:1)	64:9	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	Text	Format
5120 px x 720 px	50+ pt text recommended	.JPG/.PNG



FILM NAMING:

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

FILE SUBMISSION

2 separate files @ 1920 x 1080 px each.

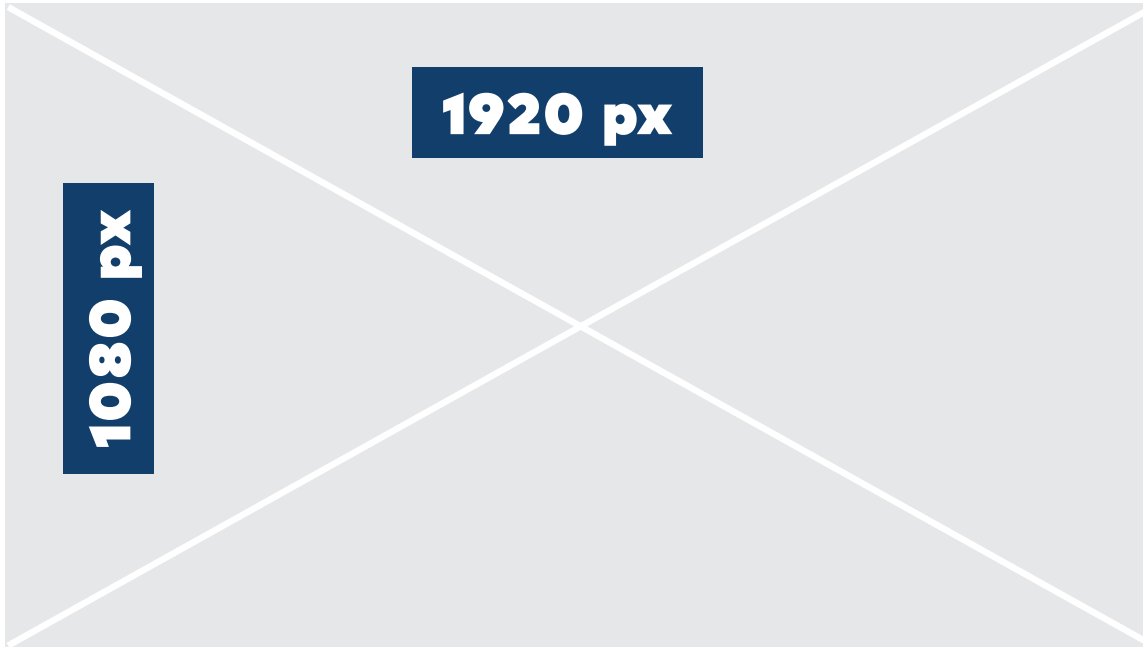
Note: If you are unable to provide creative sized to fit the banner specifications, you can choose to run standard HD sized (1920x1080) creative duplicated and synchronized across both displays. Files for each screen must be the same duration to ensure the content plays in sync.

MOTION/VIDEO SPECS

Content Resolution	Encoding Resolution	Pixel Geometry	Aspect Ratio
3840 px x 1080 px	2x 1920 px x 1080 px	Square (1:1)	32:9 (2x 16:9)
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	Encoding Resolution
3840 px x 1080 px	2x 1920 px x 1080 px
Format	
.JPG/.PNG	



MOTION/VIDEO SPECS

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

STATIC IMAGE SPECS

Content Resolution	
1920 px x 1080 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 **October 27, 2021**.