



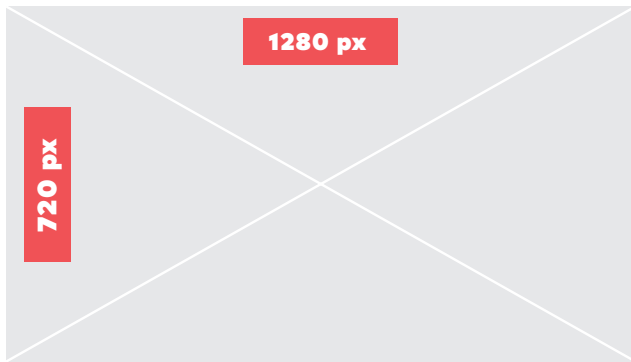
# ONROUTE NETWORK

DIGITAL SIGNAGE NETWORK SPECIFICATIONS



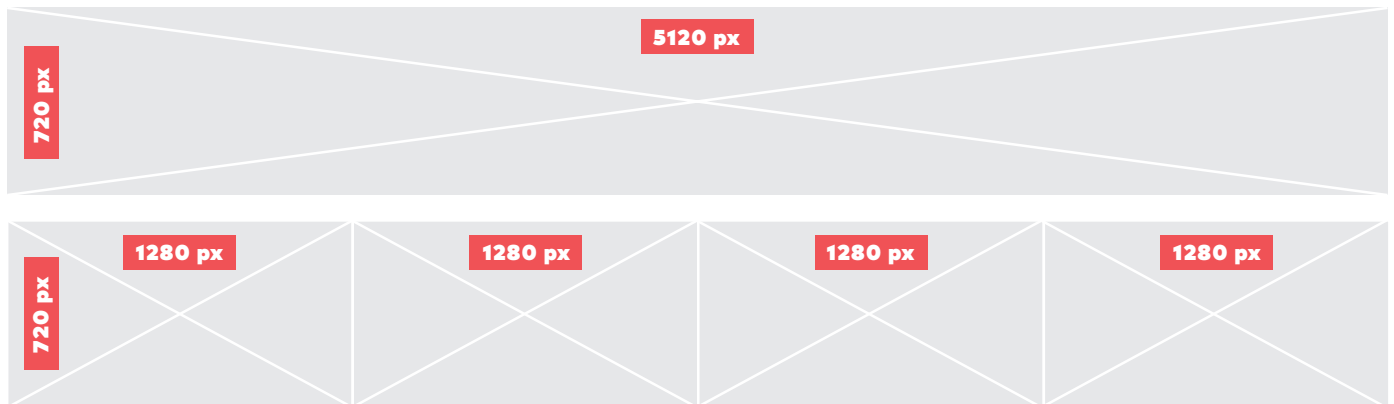
The following document contains production and delivery specs for Digital Signage client creative contracted to appear in the OnRoute Network.

### WELCOME CHANNEL SPECS



Content Resolution	Pixel Geometry	Aspect Ratio
1280 px x 720 px	Square (1:1)	16:9
Frame Rate	Encoding	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2 PASS VBR) MPEG 2 @ 100% Quality	N/A

### BANNER CHANNEL SPECS



Content Resolution	Pixel Geometry	Aspect Ratio
<b>Display:</b> 5120 px x 720px <b>Encoding:</b> 4x1280px x 720px (Synchronized)	Square (1:1)	64:9 (4 x 16:9)
Frame Rate	Encoding	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2 PASS VBR) MPEG 2 @ 100% Quality	N/A

#### FILE SUBMISSION FORMAT : 4 SEPERATE FILES @ 1280 X 720 PX EACH

##### File Naming:

- ONR-01-filename.ext** (Far left)
- ONR-02-filename.ext** (Inner left)
- ONR-03-filename.ext** (Inner right)
- ONR-04-filename.ext** (Far right)

**NOTE:** If you are unable to provide creative sized to fit the 'Banner Channel' specifications, you can choose to run standard HD sized (1280x720) creative duplicated and synchronized 4x across the displays.

# 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 ONroute@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

**NOTE:** Please mark all creative as "ONroute 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

Acting Senior Production Manager  
Digital Signage

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### MERRILL LIU

Traffic Coordinator  
Digital Signage

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Traffic Coordinator  
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Please ensure you are following the most up-to-date specifications. This document was last modified on **January 30, 2018.**