



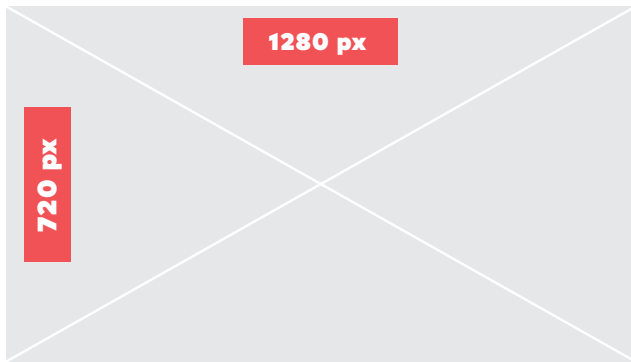
ONROUTE NETWORK

DIGITAL SIGNAGE NETWORK SPECIFICATIONS



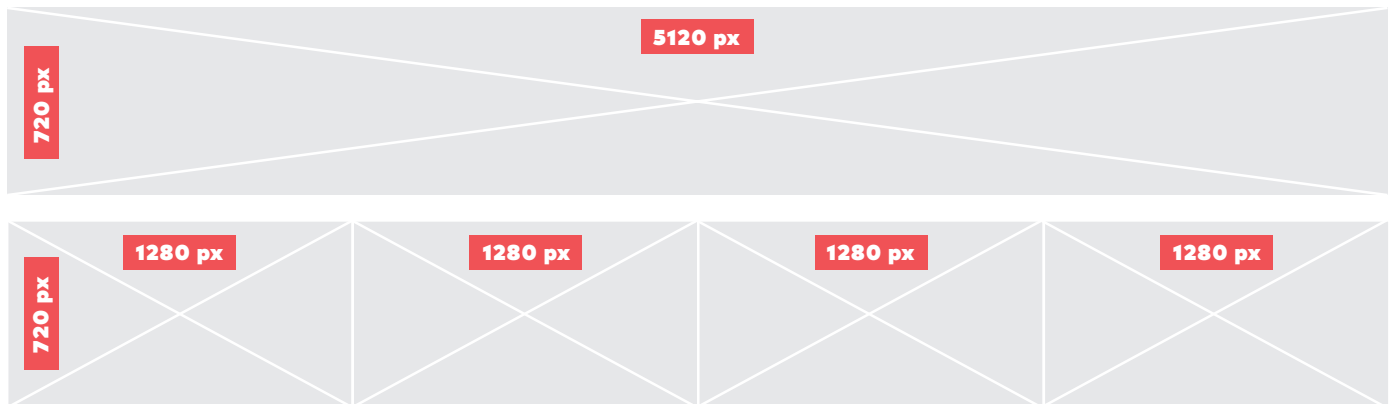
The following document contains production and delivery specs for Digital Signage client creative contracted to appear in the OnRoute Network.

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
Display: 5120 px x 720px Encoding: 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:

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Please ensure you are following the most up-to-date specifications. This document was last modified on **March 20, 2018.**