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

### Motion/Video Specs

<table>
<thead>
<tr>
<th>Content Resolution</th>
<th>Pixel Geometry</th>
<th>Aspect Ratio</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1280 x 720 px</td>
<td>Square (1:1)</td>
<td>16:9</td>
<td>50+ pt recommended</td>
</tr>
</tbody>
</table>

**Frame Rate**: 29.97 (Progressive)  
**Encoding**: MPEG 4 (.H264, 2 PASS VBR)  
**Bitrate**: 8 Mbit/sec  
**Audio**: N/A

### Static Image Specs

<table>
<thead>
<tr>
<th>Content Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1280 x 720 px</td>
</tr>
</tbody>
</table>

**Text**: 50+ pt text recommended  
**Format**: .JPG/.PNG
ONROUTE NETWORK
BANNER CHANNEL SPECS

4 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.

FILE SUBMISSION

Content Resolution | Encoding Resolution | Pixel Geometry | Aspect Ratio
--- | --- | --- | ---
5120 px x 720 px | 4x 1280 x 720 px | Square (1:1) | 64:9 (4 x 16:9)

Frame Rate | Encoding | Bitrate | Audio
--- | --- | --- | ---
29.97 (Progressive) | MPEG 4 (.H264, 2 PASS VBR) | 8 Mbit/sec | N/A

MOTION/VIDEO SPECS

Film Naming:
ONR-01-filename.ext (Left)
ONR-02-filename.ext (Inner Left)
ONR-03-filename.ext (Inner Right)
ONR-04-filename.ext (Right)

STATIC IMAGE SPECS

Content Resolution | Encoding Resolution | Format
--- | --- | ---
5120 px x 720 px | 4x 1280 x 720 px | .JPG/.PNG
DELIVERING YOUR CONTENT
ONROUTE NETWORK SPECIFICATIONS

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 OnRoute@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:

STEPHANIE SMITH
Director
Media Operations and Production
Stephanie.Smith@cineplex.com
Tel: (416) 539-8800 ext. 5219

DAVID SEOL
Production Manager
Digital Signage
David.Seol@cineplex.com
Tel: (416) 539-8800 ext. 5306

Please ensure you are following the most up-to-date specifications. This document was last modified on December 4, 2019.