



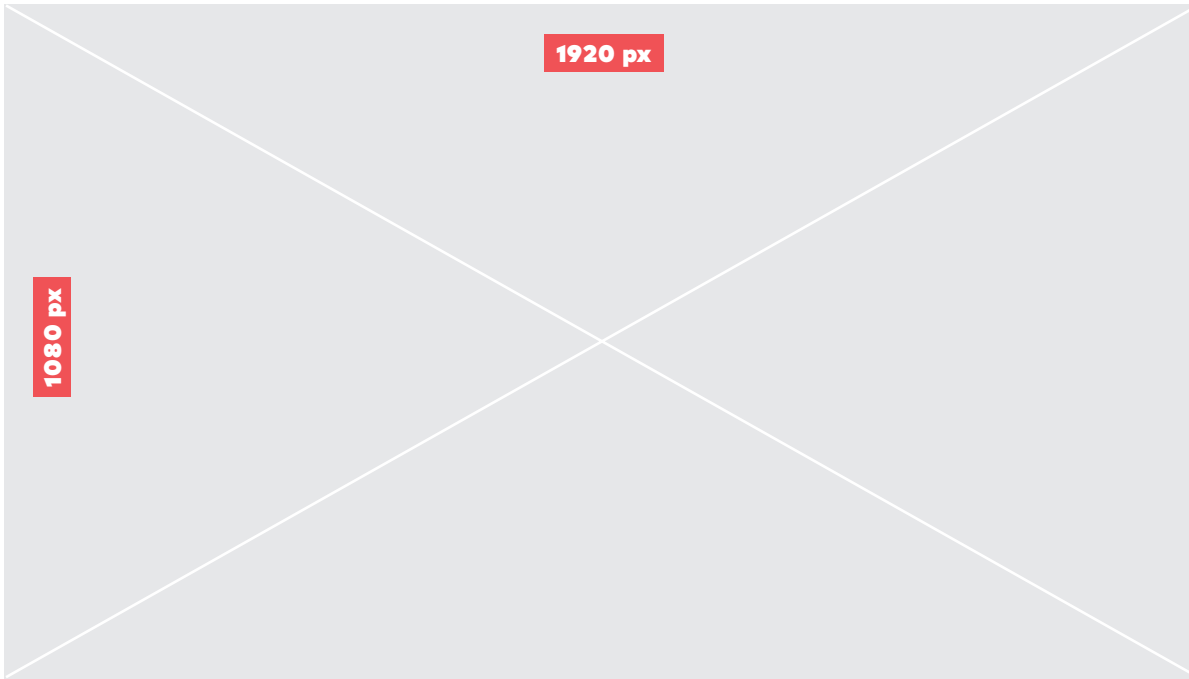
# ONROUTE NETWORK

DIGITAL SIGNAGE NETWORK SPECIFICATIONS

**UPDATED ON DECEMBER 4, 2019**



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

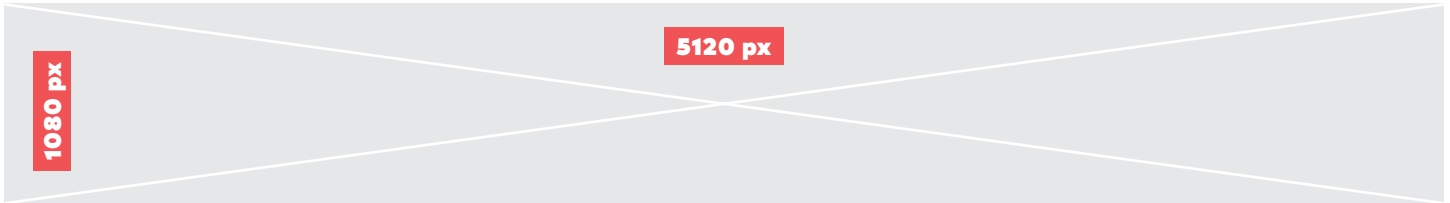


## MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
1280 x 720 px	Square (1:1)	16:9	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2 PASS VBR) MPEG 2 @ 100% Quality	8 Mbit/sec	N/A

## STATIC IMAGE SPECS

Content Resolution	
1280 x 720 px	
Text	Format
50+ pt text recommended	.JPG/.PNG



### FILE SUBMISSION

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.

### FILM NAMING:

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

### MOTION/VIDEO SPECS

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) MPEG 2 @ 100% Quality	8 Mbit/sec	N/A

### STATIC IMAGE SPECS

Content Resolution	Encoding Resolution
5120 px x 720 px	4x 1280 x 720 px
Format	
.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 [OnRoute@cineplex.com](mailto: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](mailto:Stephanie.Smith@cineplex.com)

Tel: (416) 539-8800 ext. 5219

### DAVID SEOL

Production Manager

Digital Signage

[David.Seol@cineplex.com](mailto: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**.