

# SHOPPING CONCOURSE

DIGITAL POSTER SPECIFICATIONS

**UPDATED ON JANUARY 9, 2020**



The following document contains production and delivery specs for Digital Poster client creative contracted to appear in Shopping Centres.



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

### MOTION/VIDEO SPECS

Content Resolution		Pixel Geometry
<b>4K</b>	<b>HD</b>	Square (1:1)
2160 px x 3840 px	1080 px x 1920 px	
<b>Aspect Ratio</b>		
9:16		<b>Text</b>
		50+ pt text recommended
<b>Frame Rate</b>		<b>Encoding</b>
29.97 (Progressive)		MPEG 4 (.H264, 2-PASS VBR)
<b>Bitrate</b>		<b>Audio</b>
8 mbit/sec		N/A

### STATIC IMAGE SPECS

Content Resolution	
<b>4K</b>	<b>HD</b>
2160 px x 3840 px	1080 px x 1920 px
<b>Text</b>	<b>Format</b>
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](mailto: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:

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Please ensure you are following the most up-to-date specifications. This document was last modified on **January 9, 2020**.