



# SHOPPING CONCOURSE

## DIGITAL POSTER SPECIFICATIONS



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

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## DIGITAL POSTER SPECIFICATIONS



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	
Aspect Ratio		Text
9:16		50+ pt text recommended
Frame Rate		Encoding
29.97 (Progressive)		MPEG 4 (.H264, 2-PASS VBR)
Bitrate		Audio
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
Text	
50+ pt text recommended	
Format	
.JPG/.PNG	

# DELIVERING YOUR CONTENT

## DIGITAL POSTER SPECIFICATIONS



### 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 [ShoppingConcourse@cineplex.com](mailto:ShoppingConcourse@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](mailto:Stephanie.Smith@cineplex.com)

**NOTE:** Please mark all creative as "Shopping Concourse 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

Senior Production Manager  
Digital Signage  
[Stephanie.Smith@cineplex.com](mailto:Stephanie.Smith@cineplex.com)  
Tel: (416) 539-8800 ext. 5219

#### DANIEL ONILLA

Traffic Coordinator  
Digital Signage  
[Daniel.Onilla@cineplex.com](mailto:Daniel.Onilla@cineplex.com)  
Tel: (416) 539-8800 ext. 5305

#### ALI HARRIS-SAUNDERS

Traffic Coordinator  
Digital Signage  
[Ali.HarrisSaunders@cineplex.com](mailto:Ali.HarrisSaunders@cineplex.com)  
Tel: (416) 539-8800 ext. 5309

Please ensure you are following the most up-to-date specifications. This document was last modified on **May 17, 2018.**