



# SHOPPING CONCOURSE

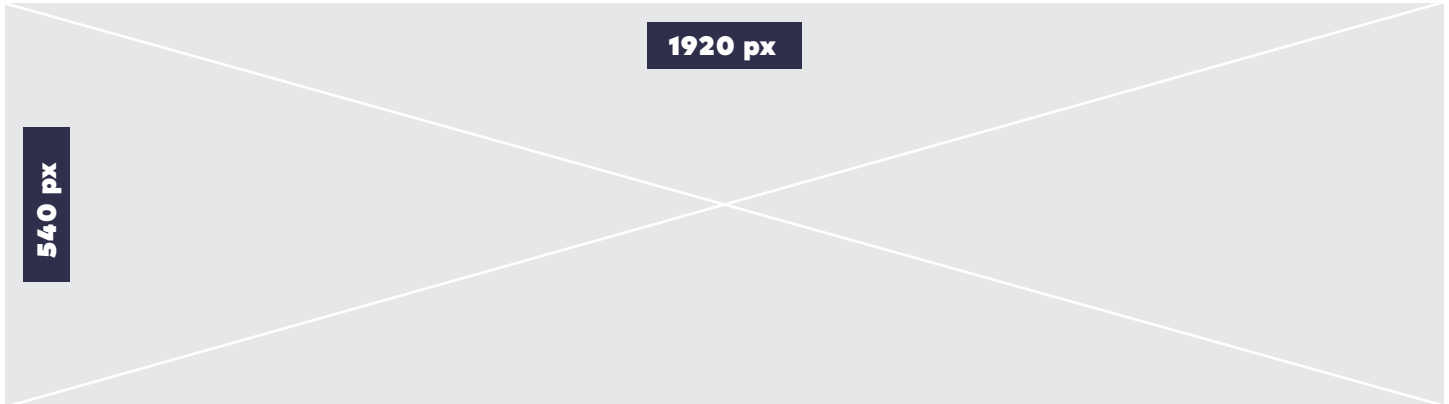
LARGE FORMAT HERO WALL SPECIFICATIONS



The following document contains production and delivery specs for Large Format Hero Wall client creative contracted to appear in Shopping Centres.

# SHOPPING CONCOURSE

## LARGE FORMAT HERO WALL SPECIFICATIONS



Motion video is strongly recommended to maximize screen capabilities.

### MOTION / VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Text
1920 px x 540 px	Square (1:1)	32:9	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

### STATIC IMAGE SPECS

Content Resolution	Format	Text
1920 px x 540 px	.JPG/.PNG	50+ pt recommended

# 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 [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 **March 26, 2018.**