

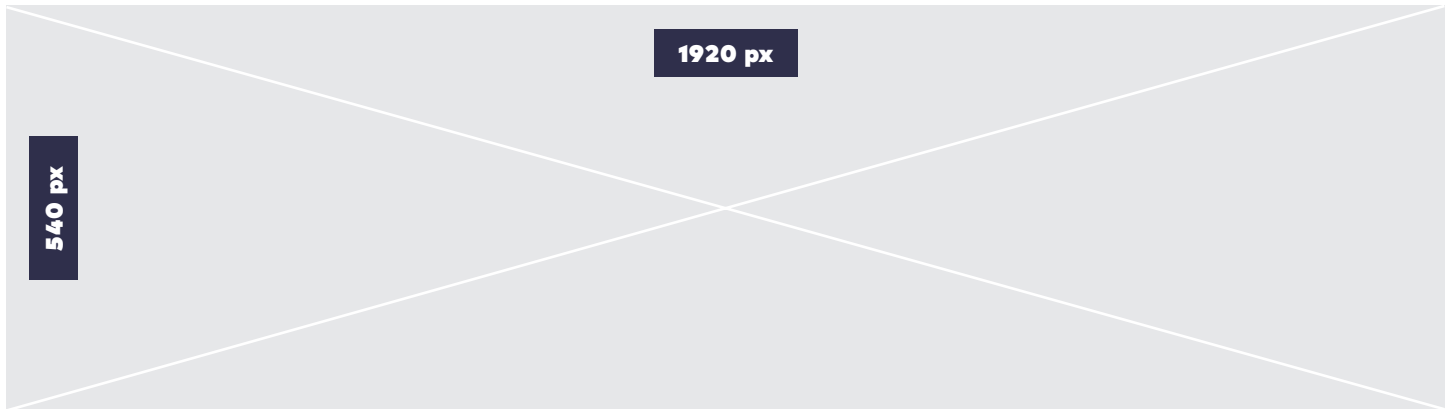
# SHOPPING CONCOURSE

LARGE FORMAT HERO WALL SPECIFICATIONS

**UPDATED ON APRIL 19, 2021**



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



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	Text	Format
1920 px x 540 px	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 OUR TEAM AT  
[SHOPPINGCONCOURSE@CINEPLEX.COM](mailto:SHOPPINGCONCOURSE@CINEPLEX.COM)**

Please ensure you are following the most up-to-date specifications. This document was last modified on **April 19, 2021**.