

SHOPPING CONCOURSE

PORTRAIT LARGE FORMAT SPECIFICATIONS

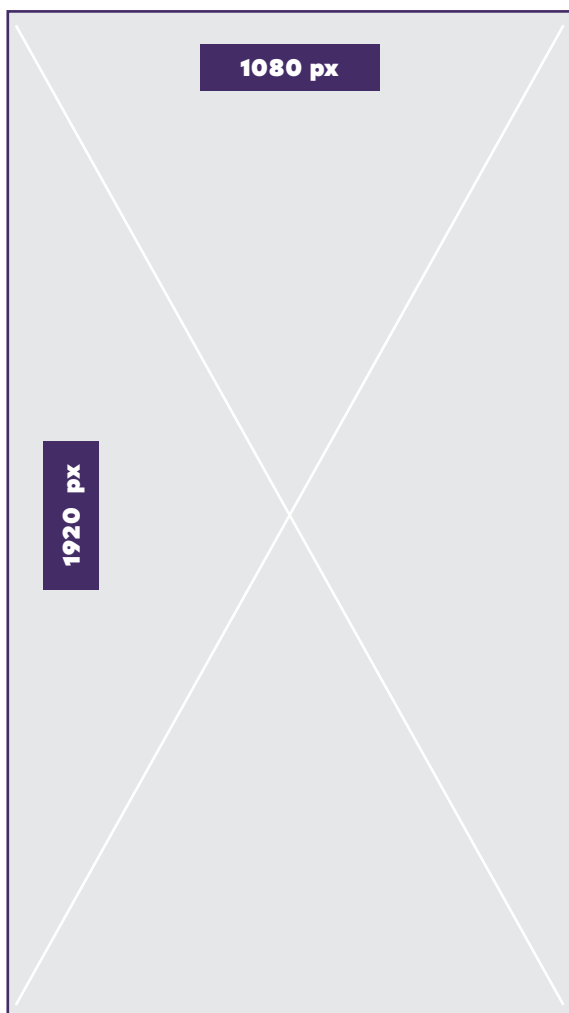
UPDATED ON MAY 29, 2023



The following document contains production and delivery specs for Portrait Large Format client creative contracted to appear in Yorkdale Shopping Centre.

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For specific screen size, please contact Cineplex Media.

MOTION/VIDEO SPECS

Content Resolution		Pixel Geometry
4K	HD	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		Aspect Ratio	Text	Format
4K	HD	9:16	50+ pt text recommended	.JPG/.PNG
2160 px x 3840 px	1080 px x 1920 px			

COLOUR OUTPUT SPECS

When building files for out of home digital, be sure all content is in RGB colour mode. While CMYK colour mode is required for printing, RGB is used for the digital space. Many Photoshop filters and functions do not work in CMYK mode and colours may not translate accurately using the print colour space. If possible, cross-reference with available collateral or brand guidelines to ensure final files match the expected brand colours of the client. The resolution should be set to 72 DPI as this is the highest resolution that screens can display. It also provides smaller file sizes which help with playback on legacy media players. Additionally, source files should be organized and clearly structured to allow other designers to easily navigate during future updates.

Mode	Resolution
RGB only	Max 72 DPI

DELIVERING YOUR CONTENT

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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.

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 or campaign reporting, 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**

Please ensure you are following the most up-to-date specifications. This document was last modified on **May 29, 2023**.