



2017

DIGITAL PLACE-BASED MEDIA KIT

THE CINEPLEX MEDIA ADVANTAGE

The Cineplex Media Advantage

ENGAGEMENT. ENTERTAINMENT. EFFECTIVENESS.

Cineplex Media provides the venues and platforms to achieve all three of the big Es with one simple media buy.

Just one call to Cineplex Media gives you access to the largest Digital Place-Based Network in Canada.

Start in the lobbies of Cineplex's state-of-the-art theatres, where you'll find our **Interactive Media Zones** that encourage guests to play, learn and even win! Take advantage of our fully dynamic 84" **HD Backlights**, which are located in high-traffic areas and are a great complement to the **Digital Lobby Show**, a combination of eye-catching ads and compelling movie content.

From there, move onto our network of Shopping Centre properties, and get your message to consumers at the point of purchase. With access to **Oxford Properties** and **Ivanhoe Cambridge** shopping centres

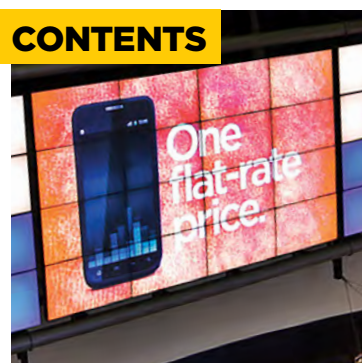
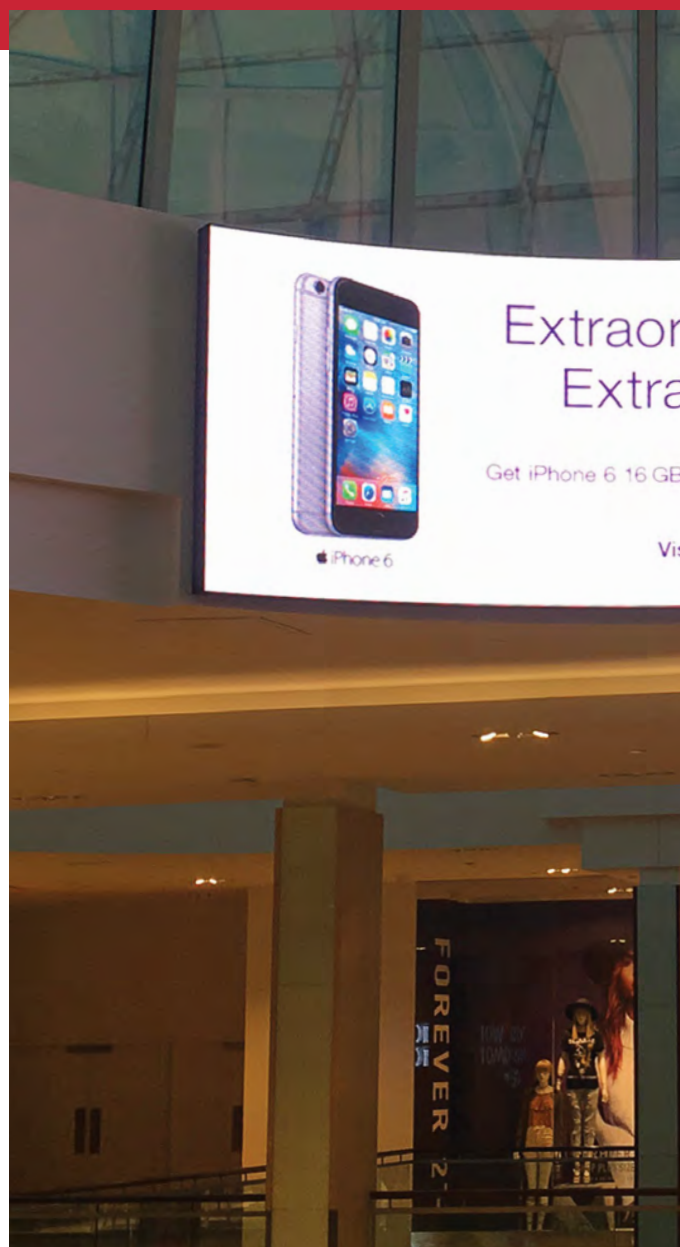
you can connect with consumers who are in the spending mindset.

Care for a little reach with your Double-Double™? The **TimTV** network includes HD screens in more than 2,400 Tim Hortons locations from coast to coast to coast.

ONroute locations found along the 400 and 401 corridors turn Southern Ontario's highways into buy-ways so you can get your message across to on-the-go consumers making a stop along the way.

Want to give your campaign the business-class treatment? Place an ad in our **Concourse Network**, which reaches busy professionals on the move, heading to and from work, and out at lunch.

Reaching Canadians at work, rest and play. **It's the Cineplex Media Advantage.**



DIGITAL LOBBY SHOW

Surround our guests with your messages as they linger in our vibrant lobbies



INTERACTIVE MEDIA ZONE

The centrepiece of cinema lobbies, there's so much advertisers can do with the IMZ



SHOPPING CENTRES

Two of Canada's biggest mall-property owners, Oxford and Ivanhoe Cambridge, are waiting for your ads



ONROUTE

Think it's hard to reach consumers on the go? Not with 20 ONroute locations on Ontario's busiest roads



TIMSTV

22

Reach Canadians via their favourite coffee shop and Double-Double™ your results



CONCOURSE NETWORK

26

Catch consumers at work and play with Cineplex's extensive Concourse Network

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Quebec

514-868-0005

Ottawa

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Southwest Ontario

519-725-3733 x5025

Manitoba/ Saskatchewan

204-396-3044

Calgary

403-264-4420

Edmonton

780-919-3011

British Columbia

604-689-3068



DIGITAL LOBBY SHOW

Light Up Our Lobbies!

Larger than life and located in the highest-traffic areas, big, bold digital signage dominates our theatre lobbies. When our screens change colour, the entire lobby changes colour. They're hard to miss!

Guests Love Our Lobbies

On average, moviegoers spend enough time to see two full Lobby Show loops and up to six repetitions of the Digital Backlit loop!

AVERAGE TIME SPENT IN LOBBY
(MINUTES)

14.4 | **4.2**
Before | **After**
Movie | **Movie**

Almost 80% of moviegoers buy concessions and nearly 70% buy or pick up movie tickets in lobby.

ACTIVITIES IN CINEMA LOBBY



Cinema Ad Impact Study, English Canada, July 2016



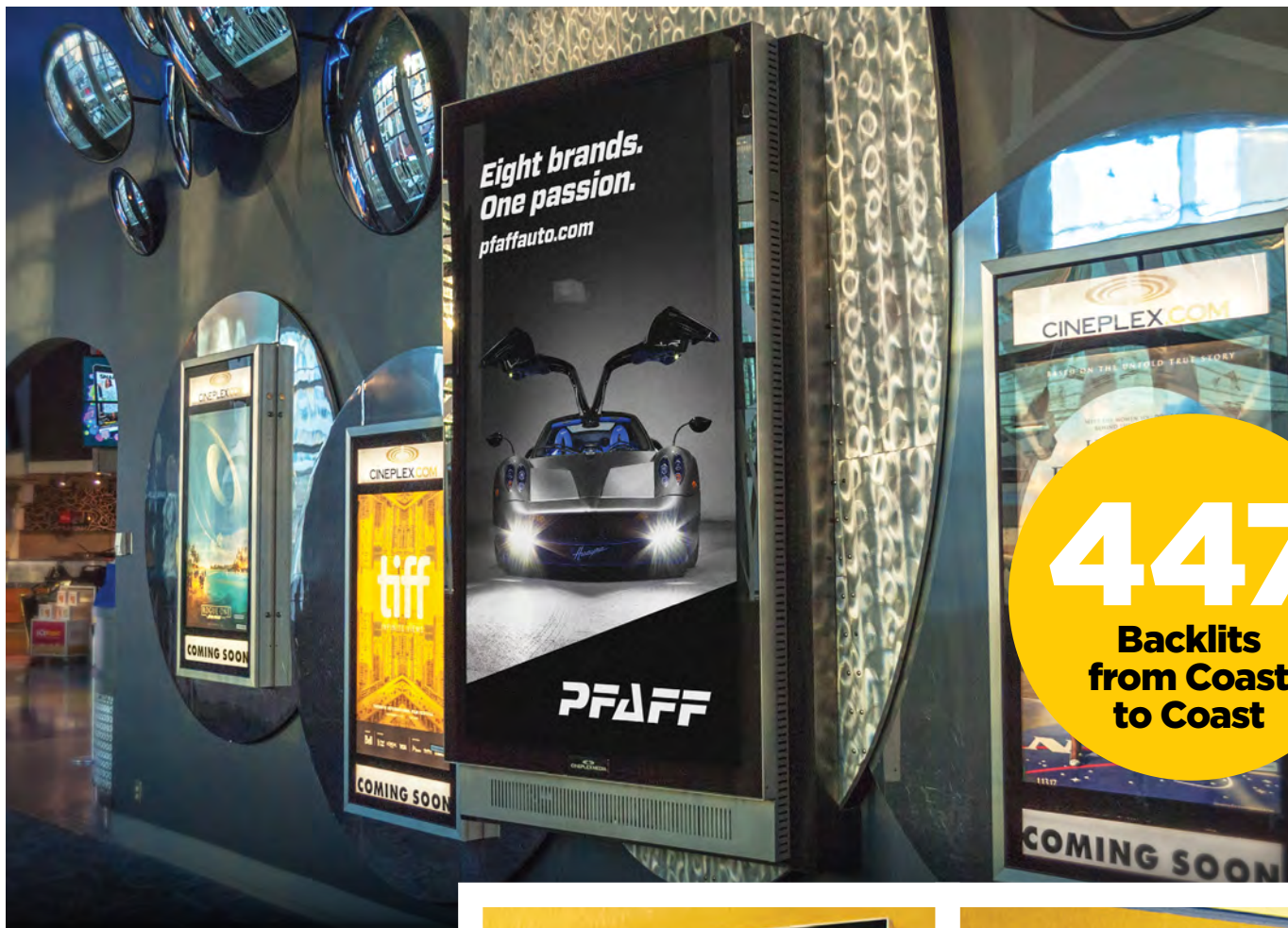
Interactive Media Zone



Digital Lobby Show



Digital Backlits



Digital Backlits

Our 84" Digital Backlits are dynamic screens that display full-motion ads in bright, impactful HD quality. The three-minute loop keeps the content fresh and timely, ensuring as many eyes as possible see your ad, whether it runs from coast to coast or in a local execution.

Booked on a daily basis

Creative due date:
7 days prior to
campaign start date





HD Digital Lobby Screens (Aspect ratio: 16 X 9) 2017 Production Schedule

MONTH	START/END DATES	MATERIAL DUE	CYCLE (WEEKS)
JANUARY	December 30 - February 2	December 9*	5
FEBRUARY	February 3 - March 2	January 25	4
MARCH	March 3 - March 30	February 22	4
APRIL	March 31 - April 27	March 22	4
MAY	April 28 - June 1	April 19	5
JUNE	June 2 - June 29	May 24	4
JULY	June 30 - July 27	June 21	4
AUGUST	July 28 - August 31	July 19	5
SEPTEMBER	September 1 - September 28	August 23	4
OCTOBER	September 29 - October 26	September 20	4
NOVEMBER	October 27 - November 30	October 18	5
DECEMBER	December 1 - January 4	November 22	5
JANUARY 2018	January 5 - February 1	December 13*	4

*Adjustment Holiday Schedule (file-in typically 1 business day earlier)

Please note if static (print) backlights are booked, final print material is due 15 business days in advance and is subject to pre-approval. Additional production charges may apply.

Digital Lobby Screens

Our network of in-lobby digital signage surrounds guests with movie content and ads running in a 10-minute loop on screens placed at all angles throughout the lobby to ensure maximum visibility.



Wall-To-Wall Fun

Available in 44 of our theatres from coast to coast, Cineplex's Interactive Media Zone (IMZ) offers a wide range of ways for clients to engage with our guests in theatre lobbies.

Screens utilize touch and motion, full audio play and record, video, and can connect with guests' mobile devices and link to their social networks.

And we capture it all!

Metrics from the IMZ include impressions, awareness, attention time, dwell time, male/female and age demographics, as well as the number of started and completed interactions. We'll work with you to develop a custom reporting structure and timeline.

Choose to run existing creative on the massive 84" side screens or 112" centre screen, provide sponsored games and trivia, or work with us to create a one-of-a-kind experience that invites guests to interact with your brand.





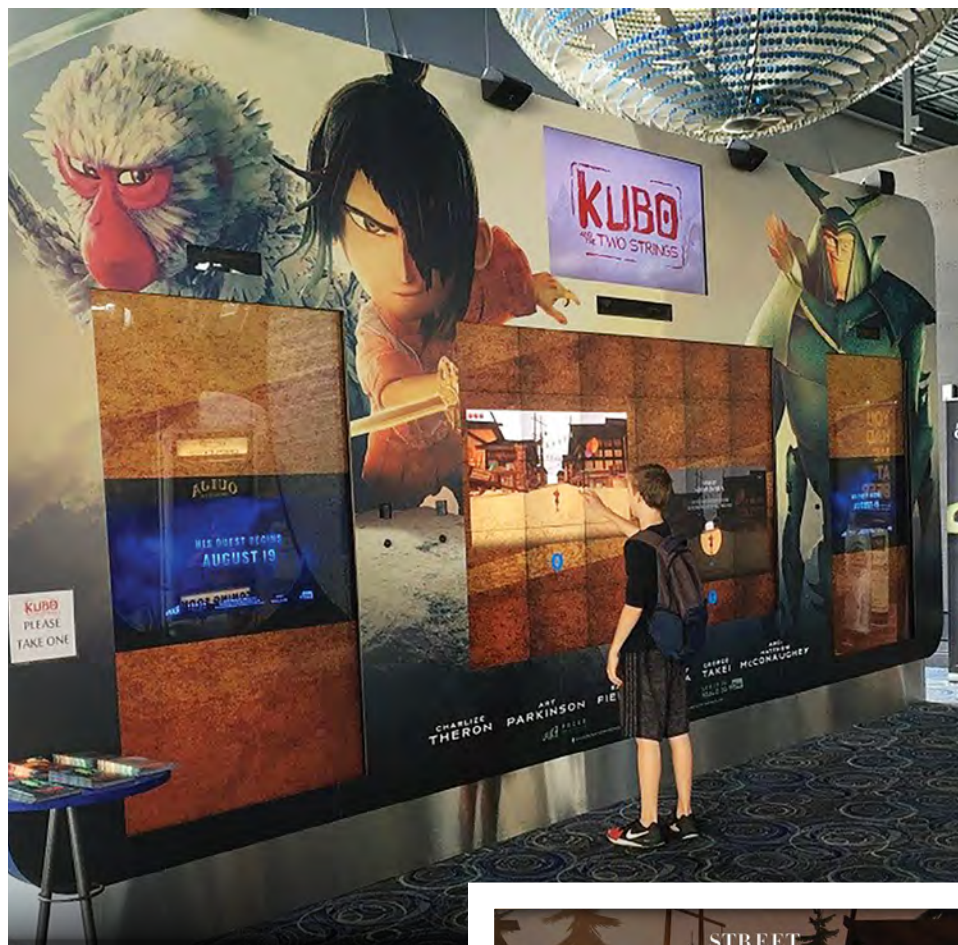
Top Popper Challenge

As kernels of popcorn, along with obstacles like cell phones and 3D glasses, fall from the top of the screen, guests have to tap the popcorn to earn points and become champion!

OVER
30,000
Plays on Launch Weekend

OVER
1.4 MILLION
Plays to Date

12%	99	48
Guest Conversion Rate	SECONDS of Dwell Time	SECONDS Average Attention Time



CASE STUDY

Kubo and the Two Strings Experience

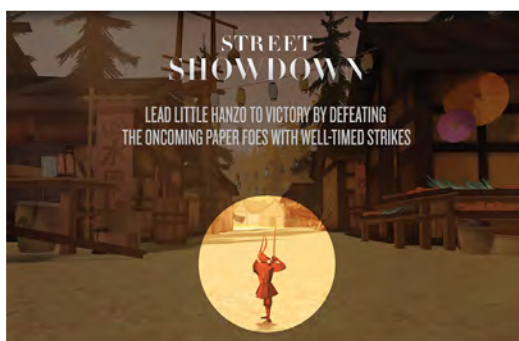
JULY 29 - SEPTEMBER 1, 2016

Summary and Objectives

Cineplex's Interactive Media Zones were used to execute an awareness campaign for eOne's film *Kubo and the Two Strings*. The objective was to get Cineplex guests engaged with the storyline in order to broaden their movie experience and prompt ticket sales.

Execution

An existing web app game called "Street Showdown" was adapted into an interactive touch experience for the IMZ. The main IMZ screen was split in half and featured two individual runs of the game to accommodate multiple players at once and allow for maximum playtime. Guests were prompted to touch the main screen repeatedly, and with well-timed strikes, to



engage Little Hanzo in a street showdown against oncoming paper foes. The 84" portrait screens ran a loop of motion creative and the film's theatrical movie trailer. The 55" header screen featured a static loop that showed *Kubo and the Two Strings* launch timing and key messaging.

In addition, the IMZs were wrapped with the movie's graphics. The stunning imagery of the wall wrap attracted guests to play the game.

Results

The campaign ran on six IMZs across major markets for four weeks delivering the following results:

- 530K Opportunities to See (OTS)
- 32K impressions
- Total watchers were 55% male, 45% female





CASE STUDY

Global Goals Campaign

SEPTEMBER 25 – OCTOBER 29, 2015

Summary and Objectives

The Global Cinema Advertising Association, also known as SAWA, announced its first global cinema initiative to support “Project Everyone,” a campaign to communicate the United Nations’ revised Global Goals, on September 25, 2015.

The objective of the “We Have A Plan” campaign was to build instant awareness of the ambitious Global Goals targets to end extreme poverty and tackle climate change for everyone by 2030.

Cineplex Media participated by not only airing the spot on-screen during our Show-Time segment, but going a step further to create an interactive experience for our IMZ which brought the campaign to life by engaging guests with the Global Goals and providing an opportunity to share their goals of choice on social media.

Execution

The 84” side screens included icons for 17 Global Goals. Guests were invited to touch the goal that meant the most to them to share the goal on social media. They were then asked to pose for a photo in front of one of the cameras. Their photo was included in a frame with the icon of the goal selected.

The guest could forward the photo to a device via sms or email. The link they received included their name and a statement regarding their chosen goal, thanked them for contributing, and included a link to visit globalgoals.org. Facebook, Instagram, Twitter, text or email links on the photo enabled guests to immediately share their Global Goal via social media or with their direct contacts.

When shared, the post included the

message #GlobalGoals #WeHaveAPlan #TellEveryone. The guest’s image along with their goal was also placed on the IMZ’s main screen in a collage, which showed all the goals and images of people who stepped up to voice their support.

Results

The campaign ran on 27 IMZs for 5 weeks delivering the following results:

- 2.5 million Opportunities to See (OTS), 1.5 x total attendance of 1.9 million
- 191K watchers spent an average 1.4 minutes in front of the Global Goals execution, 196K interactions
- 49% male, 51% female
- 7.4K Global Goals sent to guests for sharing
- The Global Goal “Life Below Water” was most shared followed by “No Poverty”

IMZ Awareness

Cineplex Media also conducted an online research study during the campaign period to measure additional attitudes and awareness of the Global Goals IMZ execution:

- 31% of respondents who spent time in the cinema lobby were aware of the IMZ Global Goals campaign
- Of those respondents, 19% claimed to have interacted with the execution and an additional 15% watched others play with the wall

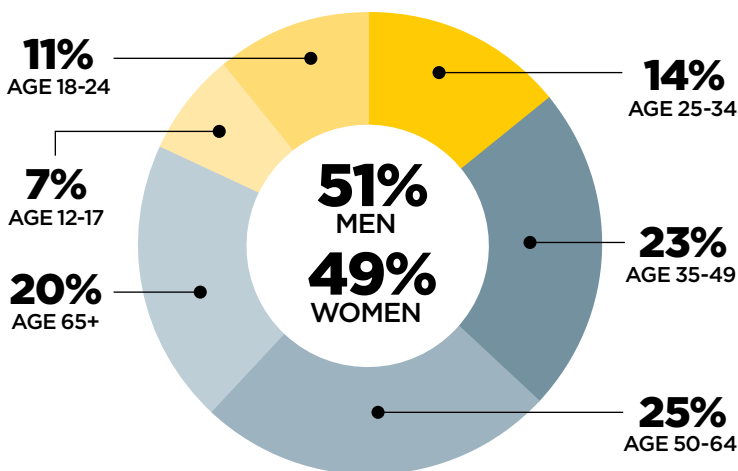
SHOPPING CENTRES

Let's Go Shopping

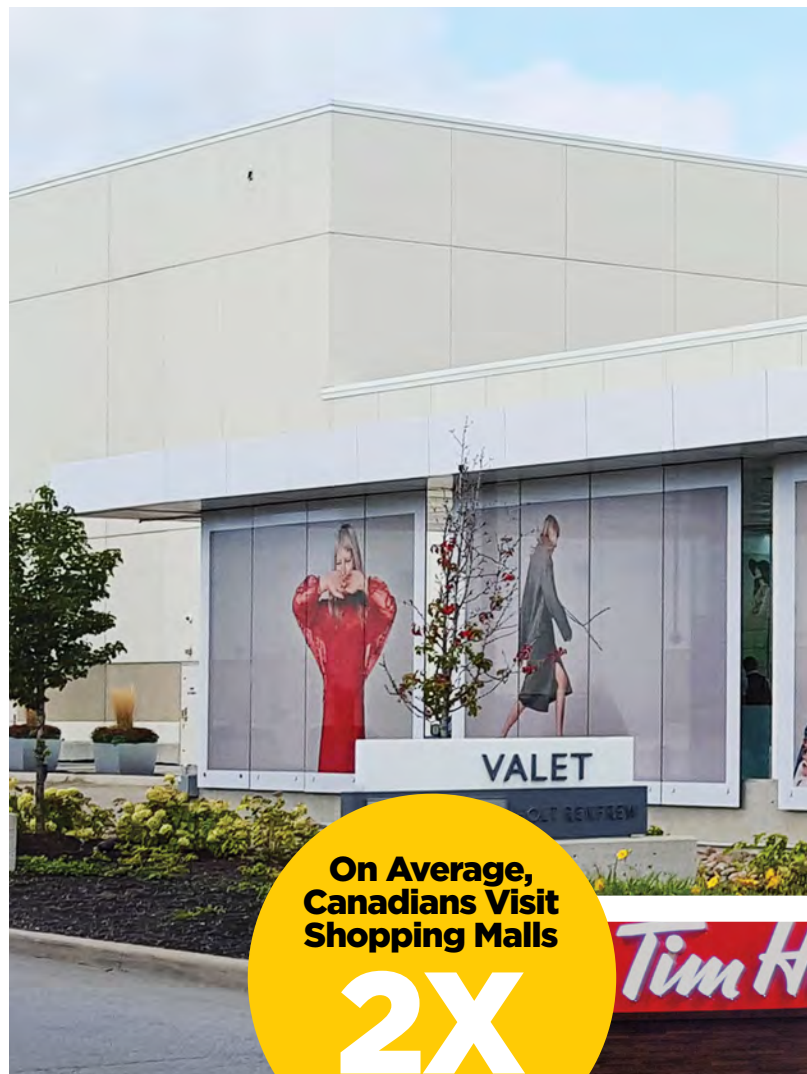
You can't get your ads closer to the point of purchase than placing them at the mall. Our 33 Shopping Centres, located coast to coast, deliver a huge opportunity to talk to your consumers within moments of their purchase decision.

And we know Canadians like to shop!

Composition of Shopping Centre Visitors by Age Group



Vividata 2016 Q2



On Average,
Canadians Visit
Shopping Malls

2X
Per Week

90%
of Canadians
Have Been to a
Shopping Centre in the
Past Four Weeks

54%
of Canadians
Recalled
Out-of-Home
Advertising in
Shopping Centres
in the Past Week

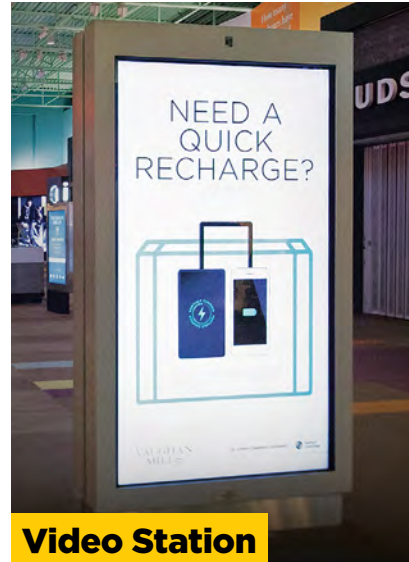
Vividata 2016 Q2



Shopping Centres: Media



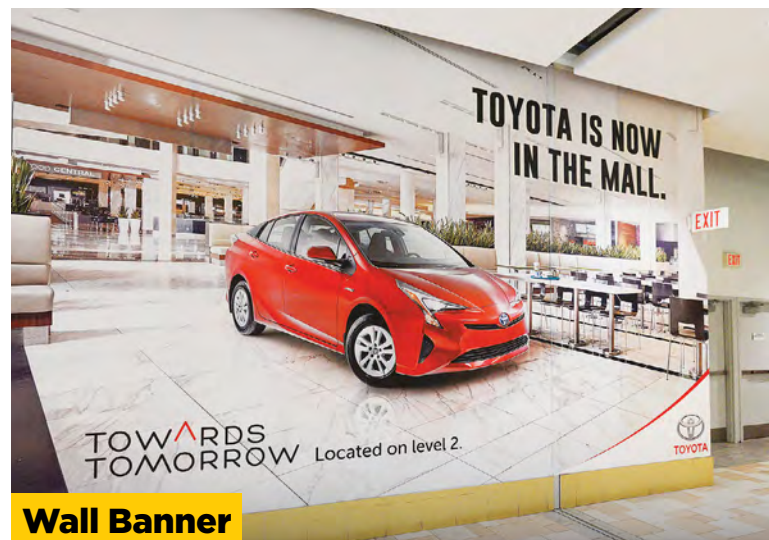
Media Banner



Video Station



Valet Area



Wall Banner



Interior Vehicle Display



Escalator Wrap



Hero Wall



Elevator Wrap



Double-Sided Hanging Banner



Activation Zone



Entrance Door Decals

Shopping Centres: Overview

BRITISH COLUMBIA

	Guildford Town Centre	Mayfair Shopping Centre	Metropolis at Metrotown	Oakridge Centre	The Bay Centre
ANNUAL TRAFFIC	14M	3.4M	27.5M	8.3M	7M
NO. OF RETAILERS	215+	115+	340+	135+	90+
ANCHOR STORES	Hudson's Bay Sears Landmark Cinemas Walmart Apple	Toys R Us Bed Bath & Beyond Hudson's Bay Coach MAC	Hudson's Bay Sears Sport Chek Coach	Crate & Barrel Hudson's Bay Sobey's Apple Tiffanys	Club Monaco Quiksilver Hudson's Bay Sport Chek Eddie Bauer

ALBERTA

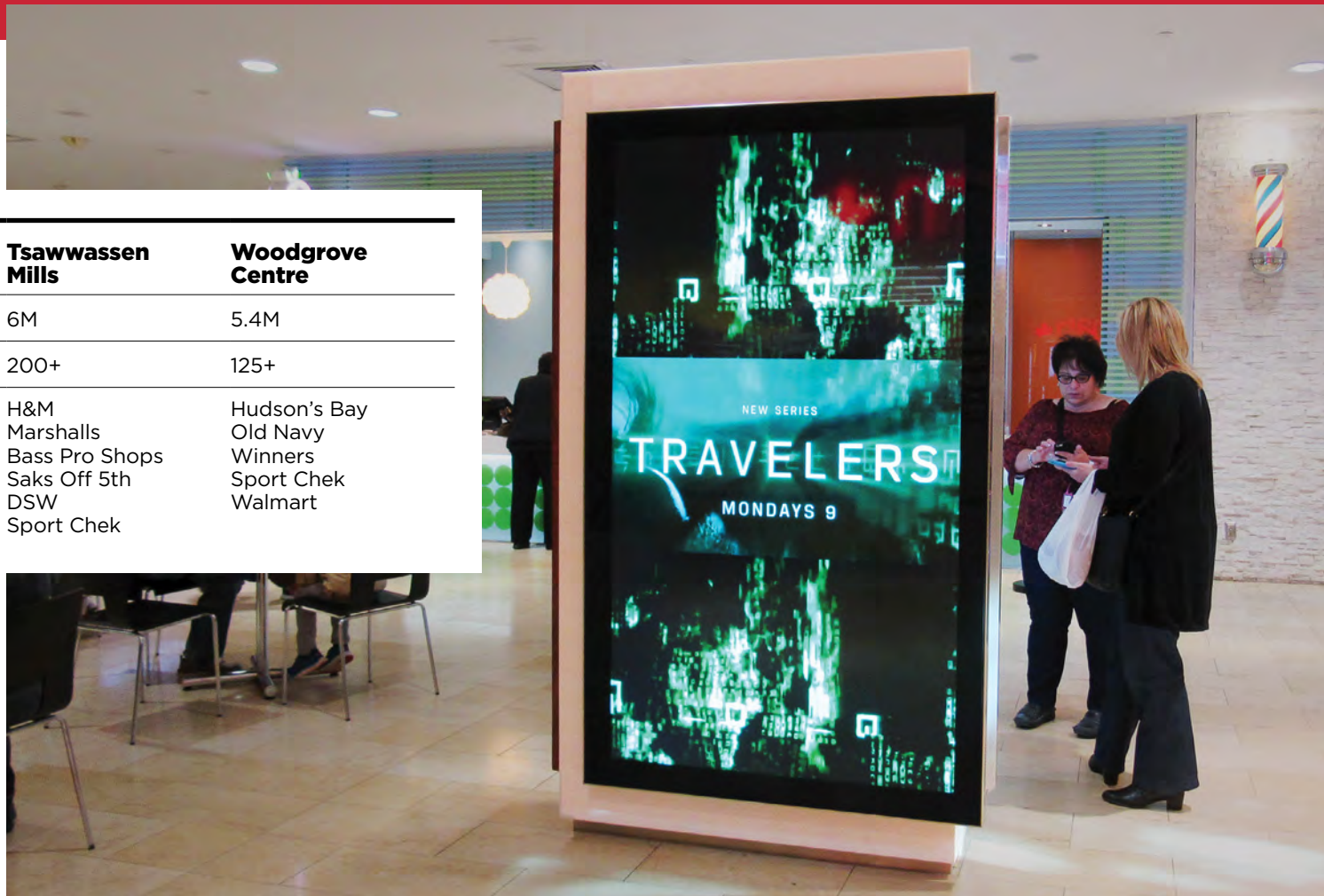
	CrossIron Mills	Edmonton City Centre	Kingsway Mall	Southcentre Mall	Southgate Centre
ANNUAL TRAFFIC	7.7M	10M	8M	7M	7.9M
NO. OF RETAILERS	200+	170+	200+	180+	155+
ANCHOR STORES	Bed Bath & Beyond Bass Pro Shops Saks Off 5th Sport Chek	Hudson's Bay Sport Chek Winners	Hudson's Bay Sears Sport Chek Forever XXI H&M	Hudson's Bay Sears Crate & Barrel Sporting Life Roots	Crate & Barrel Hudson's Bay Sears Safeway Apple

ONTARIO

	Bayshore Shopping Centre	Conestoga Mall	Hillcrest Mall	Mapleview Shopping Centre	Oshawa Centre
ANNUAL TRAFFIC	5M	5.2M	5.7M	5.3M	6.7M
NO. OF RETAILERS	180+	110+	135+	150+	235+
ANCHOR STORE	Zara H&M Forever 21 Winners Hudson's Bay Walmart	Apple H&M Hudson's Bay Winners Sport Chek	Hudson's Bay Sport Chek Sporting Life H&M	Zara Sears Hudson's Bay Forever XXI H&M Apple	H&M Sears Hudson's Bay Sport Chek Forever XXI Roots

QUEBEC

	Galeries de la Capitale	Les Promenades Gatineau	Complexe Les Ailes	Place Montréal Trust	Place Ste-Foy
ANNUAL TRAFFIC	11.6M	8.5M	10M	12M	14.2M
NO. OF RETAILERS	280+	165+	60+	65+	115+
ANCHOR STORES	Hudson's Bay Sears Simons Best Buy	Costco Sports Experts La Baie Simons H&M	Sephora Forever 21 New Balance Lacoste	Indigo Winners Zara Urban Behavior RW&CO	Zara Simons Archambault Saks Off 5th Atmosphere



Tsawwassen Mills

6M

200+

H&M
Marshalls
Bass Pro Shops
Saks Off 5th
DSW
Sport Chek

Woodgrove Centre

5.4M

125+

Hudson's Bay
Old Navy
Winners
Sport Chek
Walmart

Outlet Collection at Niagara

6M

110+

Bass Pro Shops
Saks Fifth Ave
Saks Off 5th
Polo Ralph Lauren
Marshalls
Coach

Scarborough Town Centre

22M

250+

Hudson's Bay
Sears
Walmart

Square One Shopping Centre

22.4M

365+

Hudson's Bay
Walmart
Holt Renfrew
Simons
Birks

Upper Canada Mall

7.8M

200+

Hudson's Bay
Sears
Coach
H&M
Roots
ZARA

Vaughan Mills

12.1M

220+

DSW
Bass Pro Shops
Saks Off Fifth
Holt Renfrew
Legoland
H&M

Yorkdale Shopping Centre

18.8M

240+

Hudson's Bay
Holt Renfrew
Cineplex SilverCity
Nordstrom
Harry Rosen
Apple

NOVA SCOTIA

Mic Mac Mall

1.5M

125+

Hudson's Bay
Forever 21
H&M
Winners
Chapters

Laurier Québec

10.2M

235+

Forever 21
Hudson's Bay
Sears
Walmart
H&M

Le Centre Eaton de Montréal

22.2M

155+

Gap
Old Navy
Musée Grévin
Aritzia

Shopping Centres: Locations

LOCATION NAME	2016 DIGITAL BACKLITS	LARGE FORMAT HERO WALL	BANNERS	ELEVATOR WRAPS	ACTIVATIONS	SPECTACULAR DECALS	STANDARD CLINGS	BACKLITS
BRITISH COLUMBIA								
Guildford Town Centre	10	2*		1			5	
Mayfair Shopping Centre	2		1	1			4	
Metropolis at Metrotown	18	3*	3	1			5	
Oakridge Centre	4	1*	1	1			4	
The Bay Centre			9	1	1	4	11	13
Tsawwassen Mills	8	1*						
Woodgrove Centre	6		1				3	
ALBERTA								
CrossIron Mills	8	1*	1				3	
Kingsway Mall	11	4	5	3	2	1	13	4
Edmonton City Centre	10	2	4	2	2	3	8	
Southcentre Mall	9	2			2		7	
Southgate Centre	12	1*	1				2	
ONTARIO								
Bayshore Shopping Centre	10	1*	1	1			5	
Conestoga Mall	2		2				3	
Hillcrest Mall	4	1	1	1	2		8	
Mapleview Shopping Centre	8	1*	2	1			1	
Oshawa Centre	6		1	1			5	
Outlet Collection at Niagara	2*							
Scarborough Town Centre	16	5	7	2	2	2	4	
Square One Shopping Centre	19	5	4	5	3	3	15	
Upper Canada Mall	6	2	3	1	3	1	10	
Vaughan Mills	12	1	2				3	
Yorkdale Shopping Centre	11	4	2		1	1	7	
QUEBEC								
Complexe Les Ailes	5		1	1			4	
Galeries de la Capitale	10	1	5		4	3	14	
Laurier Québec	2		3	1			6	
Le Centre Eaton de Montréal	6	4*	3	1			6	
Les Promenades Gatineau	9	2			4	1	8	
Place Montréal Trust	4		1	1			6	
Place Ste-Foy	4						1	
NOVA SCOTIA								
Mic Mac Mall	4		1	1			3	
TOTAL	238	44	65	27	26	19	174	17

* Coming in 2017



ONROUTE

Driving Sales

Living, working or playing in Ontario, consumers are likely using the 400 series highways. Hundreds of thousands of drivers utilize Highways 401 and 400 every day of the year. Each ONroute is designed for maximum comfort and relaxation. Numerous service facilities ensure drivers are well taken care of, and beautiful seating/dining areas help drivers take a much needed rest. It's the perfect time to deliver your message. Let Cineplex Media's ONroute Network help drive your sales.

Property Opportunities

DIGITAL NETWORK

- Pillar Welcome Screens
- Banner Video Boards

STATIC DISPLAY

- Entrance Door Clings
- Tabletop Clings
- Floor Clings
- Washroom Mirrors
- Window Wraps

ACTIVATIONS

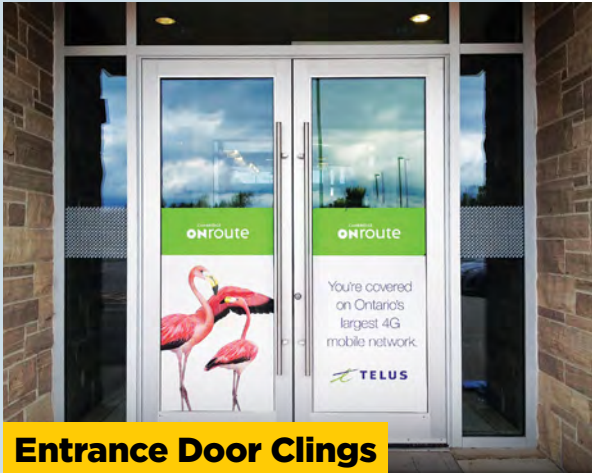
- Sampling
- Property Activations (Interior, Exterior)



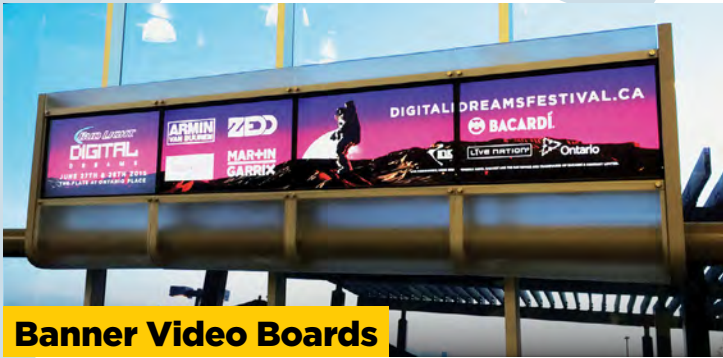
Pillar Welcome Screens



Tabletop Cling



Entrance Door Clings



Banner Video Boards





Facts Worth Stopping For

31 MILLION*

Travellers Stop at
an ONroute annually

86%†

of Those Who Have
Travelled Within Ontario
Have Travelled by Car

92%*

of Vehicles That
Stop at ONroute
Convert to a Purchase

60%* Spend
30 min+
Per Visit at an
ONroute Stop

26,040* Average
Weekend Traffic
per ONroute
location

*ONroute Traffic Counts 2015; †Vividata 2016 Q2

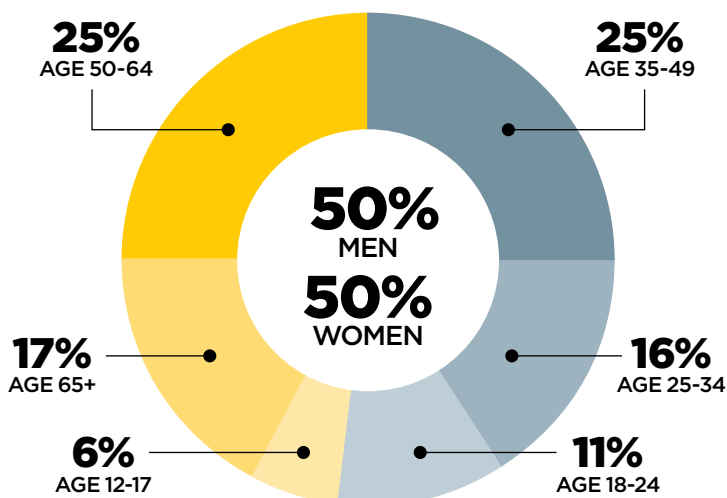
TIMSTV

Over 2,400 Locations

When you combine the reach provided by Canada's largest retail digital channel with custom content, information and advertiser messaging, you have a recipe for success. With a loop that runs 4 times per hour and an average dwell time of 37 minutes, your message will reach Tim Hortons guests an average of twice per visit.



Composition of Coffee Donut Shop Visitors by Age Group



Vividata 2016 Q2

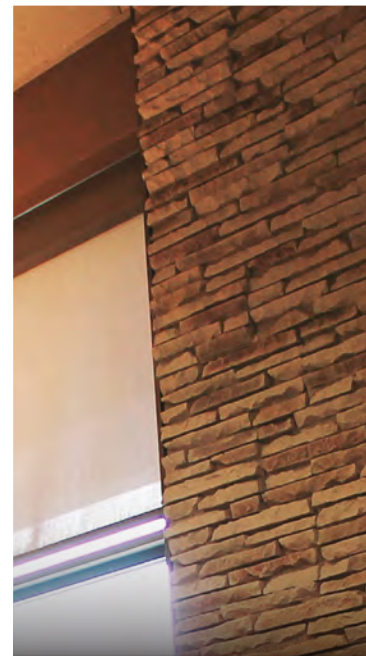
92%

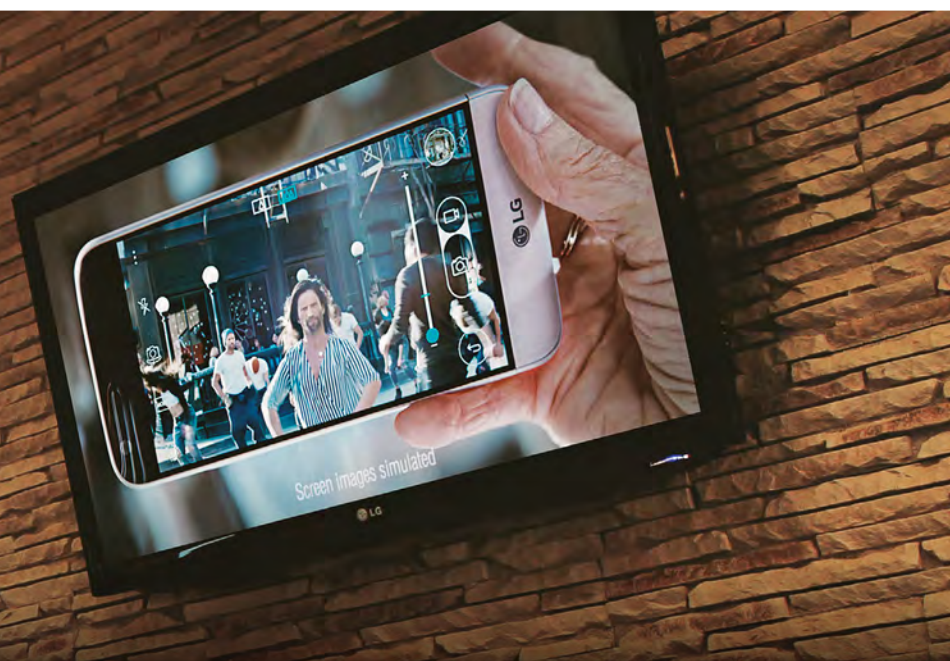
**of Total Respondents
Have Visited a
Tim Hortons Restaurant
in the Past Week**

79%

**of This Group
Have Looked at a
TimsTV Screen**

Vividata 2016 Q2







Positive Reaction to TimsTV

On a scale of 1 to 5 with 1 being strongly disagree and 5 being strongly agree, please tell me how strongly you agree or disagree with the following statements.

4.0

"TimsTV looks like it belongs in Tim Hortons"

3.7

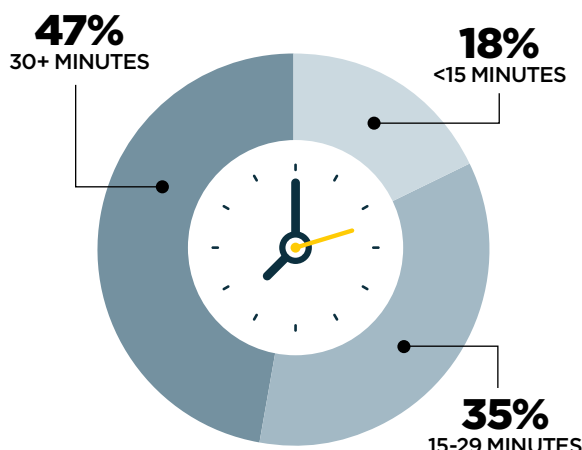
"TimsTV shows that Tim Hortons cares about their guests' dining experience"

3.9

"The programming on TimsTV is friendly, caring, and unpretentious"

The NPD Group/CREST
Year Ending August 2014

Length of Exposure to TimsTV



December 2014 Nielsen Case Study

37

Average Number of Minutes Spent in Tim Hortons

The Majority of Guests Will Be Exposed to Your Ad

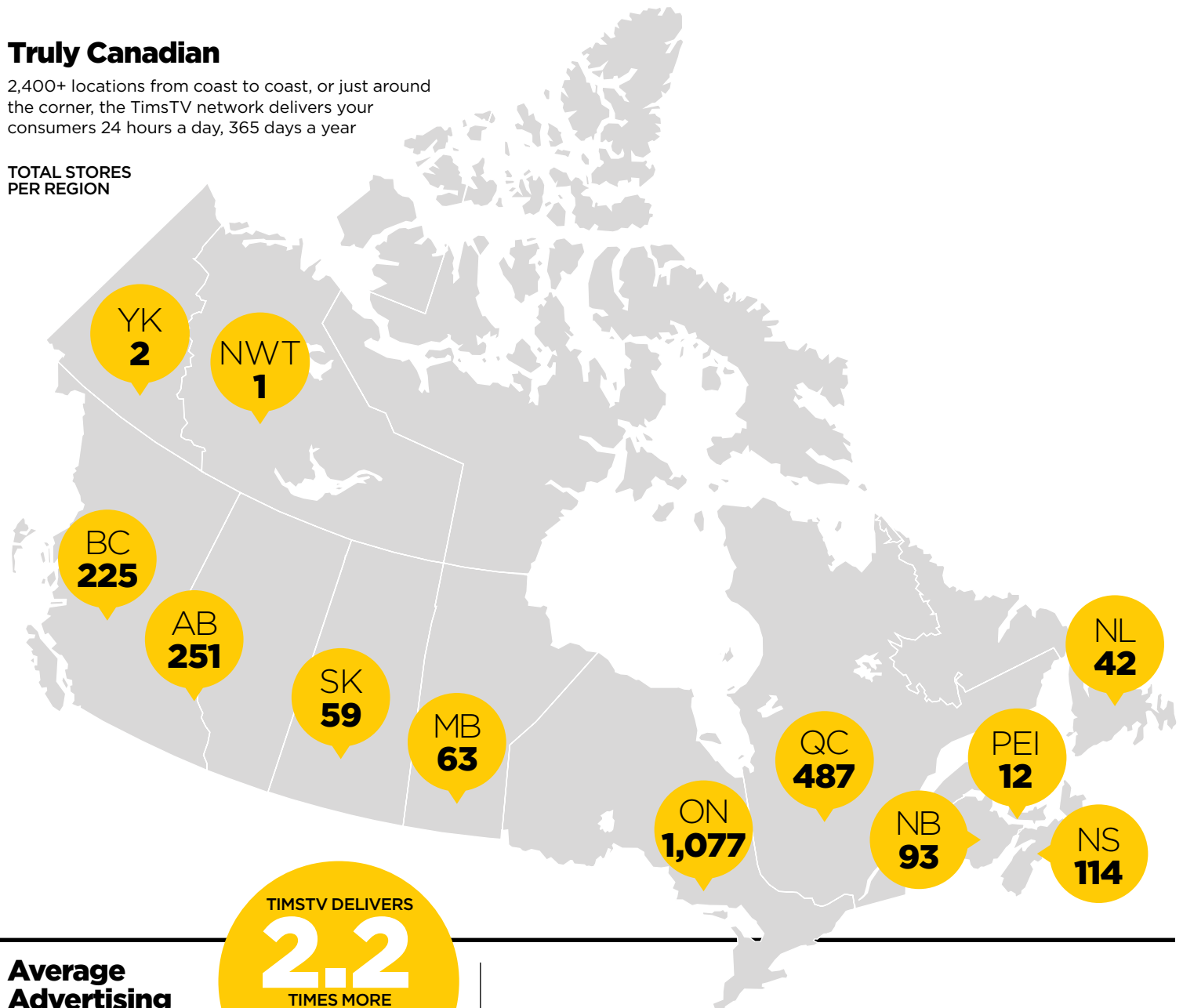
TWICE
During Each Visit

December 2014 Nielsen Case Study

Truly Canadian

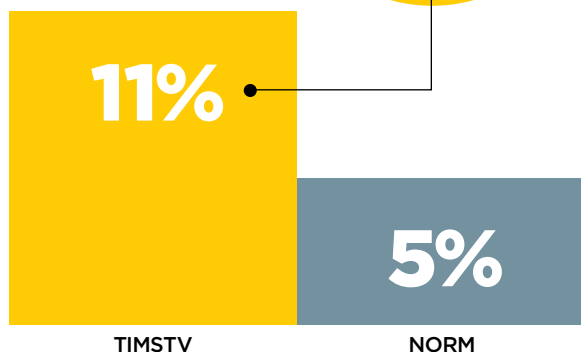
2,400+ locations from coast to coast, or just around the corner, the TimsTV network delivers your consumers 24 hours a day, 365 days a year

TOTAL STORES
PER REGION



Average Advertising Recall

UNAIDED BRAND RECALL



December 2014 Nielsen Case Study

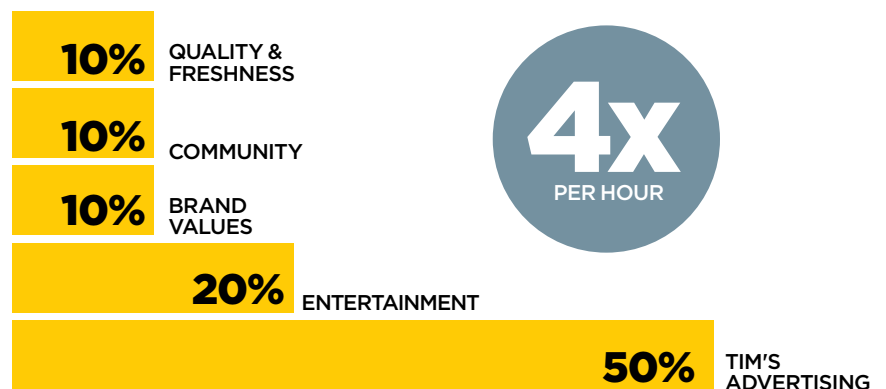
TIMSTV DELIVERS

2.2

TIMES MORE
UNAIDED RECALL
THAN MEASURED
DIGITAL
SIGNATURE
NORMS

Balanced Programming Brings Results

CONTENT IN TIM HORTONS' 7.5 MINUTES OF THE 15-MINUTE LOOP





CONCOURSE NETWORK

Reach Consumers At Work And Play

Cineplex Media's Concourse Network delivers your consumers on their way to and from work, and even when they're heading out for a night on the town.

Your ad will be seamlessly incorporated into a programming schedule consisting of news, weather, sports and important local information. And to stay as relevant as the information around them, your messages

can be refreshed weekly, daily or even by day-part.

The Cineplex Media HD screens located throughout these busy thoroughfares provide the perfect opportunity to reach out and serve your message to these consumers.

The Cineplex Concourse Network includes Toronto, Ottawa, Calgary and Vancouver.



Concourse Locations

VANCOUVER

- Royal Centre

CALGARY

- Bankers Hall
- Fifth Avenue Place
- Suncor Energy Centre
- Bankers Court

OTTAWA

- Place de Ville 1
- Place de Ville 2

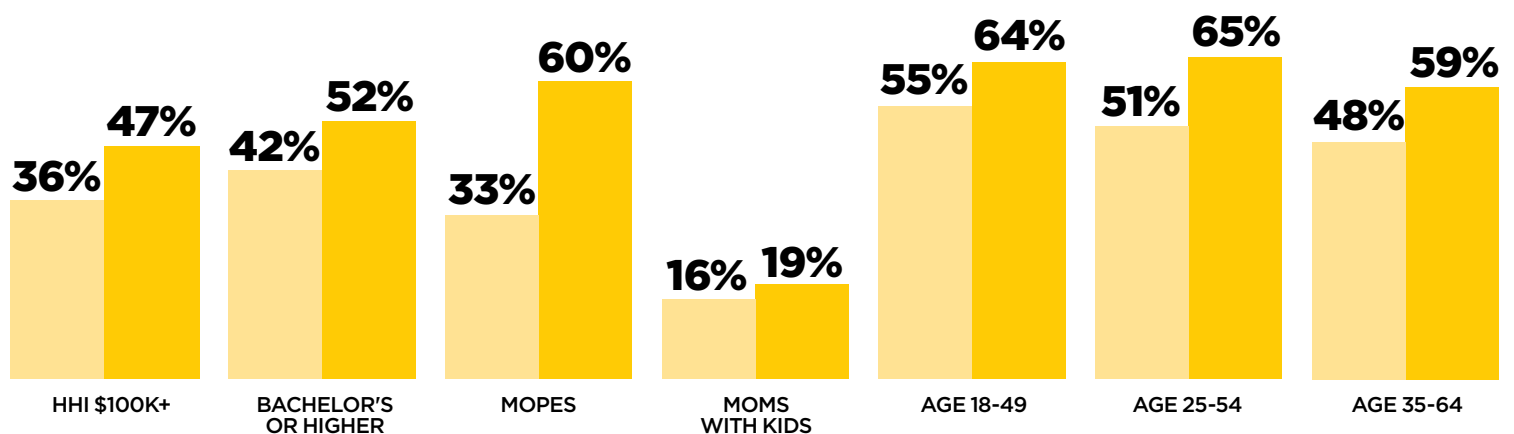
TORONTO

- Brookfield Place
- First Canadian Place
- TSX Exchange Tower
- Hudson's Bay Centre
- HSBC Building
- Bay/Adelaide
- Queens Quay
- TD Centre
- 145 King Street
- 2 Queen St East

More than
884K
Consumers are
Exposed to Our
Screens on a
Daily Basis

White Collar Worker Composition

POPULATION (COMP %) WHITE COLLAR (COMP %)



Vividata 2016 Q2, Based on CMAs (Census Metropolitan Area) of Toronto/Vancouver/Ottawa-Gatineau/Calgary/Edmonton.

Index Based on White Collar (MOPE + Clerical + Sales and Other White Collar) Composition vs. Population; A18+; Moms Refers to W25-54 With Kids Under 18 in Household



CINEPLEX[®]
MEDIA

THE CINEPLEX MEDIA ADVANTAGE

CINEPLEX PROPERTIES

Pre-Show

Show-Time

Cineplex TimePlay

Digital Lobby Show

**Interactive
Media Zone**

**Cineplex
Magazines**

**Online
& Mobile**

**Cineplex
WorldGaming**

PLACE-BASED PROPERTIES

Digital Lobby Show

Shopping Centres

TimsTV

ONroute

Concourse Network

CINEPLEX MEDIA CENTRAL SALES OFFICE

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