

BACKLIT SPECIFICATIONS

THE FOLLOWING DOCUMENT CONTAINS PRODUCTION AND DELIVERY SPECS FOR BACKLITS CONTRACTED TO APPEAR IN LOCATIONS REPRESENTED BY CINEPLEX MEDIA.

ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.



BACKLIT SPECS	
TRIM	47.25" x 68.25"
TYPE SAFETY	42" x 66"
BLEED	0.5" (47.75" x 68.75")
RESOLUTION	300 DPI
FORMAT	2 files required: • Vector (.ai or .indd) • High-res .PDF

- ◀ Any text or imagery appearing outside the **TYPE SAFETY** boundary *may* be hidden once the backlit is installed.
- ◀ Please ensure that creative includes all required assets, including fonts & images. Type should be outlined where applicable.

Diagram is not to scale.

SUBMISSION DEADLINES: Backlit creative must be received no later than **15 business days** before flight date, by our backlit coordinator via email: antonia.smith@cineplex.com

IF YOU OR YOUR CLIENT ARE SUPPLYING FINISHED BACKLIT POSTERS AND DO NOT REQUIRE PRINTING/PRODUCTION SERVICES, PLEASE REFER TO PAGE 2 OF THIS DOCUMENT

ELECTRONIC SUBMISSION

FTP: [ftp.cineplex.com](ftp://ftp.cineplex.com)

User ID: varclients

Password: cineplex

IMPORTANT: Please upload files to the "CINEPLEX MEDIA BACKLIT" folder. After successfully uploading your creative, please send an email with client and file names to antonia.smith@cineplex.com

USING WINDOWS EXPLORER

- Enter FTP server address (on left) into address bar and launch site
- Select "Page" icon in top right Windows Explorer toolbar
- Select "Open FTP site in Windows Explorer".
- Right-click in new window, select "Log in as..."
- Enter User ID and password as supplied

If you have any questions or concerns, please contact Antonia Smith:
(416) 539-8800 ext. 5268 | antonia.smith@cineplex.com

CLIENT-SUPPLIED BACKLITS

PLEASE FOLLOW THESE SPECIFICATIONS IF SUPPLYING FINISHED BACKLIT POSTERS.

ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.

MATERIAL

RECOMMENDED SUBSTRATE:

Lithography/screen-printing: 7 pt.coated translucent Bristol

Digital Production: 0.85 Opaline (w/ lamination)

Other acceptable: 90 lb. coated paper

LAMINATION: 10 ml lamination (5ml front/ 5ml back) for lighter stock is recommended for longevity. Backlits should roll easily and not feel rigid.

COLOUR: Backlit posters should be printed both front and back to ensure that the colour density is maintained, as the posters will be lit for the entire campaign.

LENTICULAR BACKLITS ARE GENERALLY UNACCEPTABLE FOR DISPLAY DUE TO WEIGHT, LUMINOSITY CHALLENGES, AND VARIANCES IN SUBSTRATE THICKNESS.

OVERAGE

A 10% finished production overage is recommended on all backlits. Please ensure that all deadlines and production specifications are met. Late arrival of your backlits at our shipping centre may shorten the run of your campaign. Late backlits will also result in additional production charges. If you have any questions concerning backlit production and/or deadlines, please contact your Cineplex Media Account Manager.

SHIPPING INSTRUCTIONS

- ◀ Please fill out the **BACKLIT PACKING LIST** found on the last page of this document. Affix the **BACKLIT PACKING LIST** to the front of each backlit box/tube sent to our distribution center.
- ◀ **PLEASE ENSURE YOUR SHIPMENT ARRIVES NO LATER THAN 9:00 AM** on your scheduled deadline date.
- ◀ Please ship your backlits rolled in a poster tube or ship flat in a poster box. Rolled- tube delivery is preferred in our fulfillment/shipping centre. Identify the quantity of English and quantity of French backlits in each carton as per our packing list (Page 3)
- ◀ The distribution centre's address, contact person, and phone number are all included on the packing list provided on Page 3.

EACH BOX OF BACKLITS THAT OUR CLIENT OR THEIR AGENCY SENDS TO OUR DELIVERY CARRIER(S) MUST ARRIVE WITH THE APPROPRIATE **BACKLIT PACKING LIST COMPLETED AND ATTACHED TO THE OUTSIDE OF THE CARTON. PLEASE ALSO INDICATE THE NUMBER OF TUBES/CARTONS INCLUDED IN THE SHIPMENT (I.E. 1 OF 4)**

If you have any questions or concerns, please contact Antonia Smith:
(416) 539-8800 ext. 5261 | antonia.smith@cineplex.com

BACKLIT PACKING LIST

PLEASE COMPLETE IN FULL AND ATTACH TO OUTSIDE OF EACH BACKLIT SHIPMENT

CINEPLEX MEDIA BACKLIT PACKING LIST

..... Ship backlits to:

ATTN: Tim O'Brien / Graham Jarrett
Cineplex Corporate Fulfillment
1303 Yonge Street
Toronto, Ontario
M4T 2Y9
Tel: 416-323-6600 Ext. 6144
fulfillment@cineplex.com

CLIENT: _____

CAMPAIGN TITLE: _____

IN-THEATRE DATE: _____

NO. OF PIECES IN SHIPMENT: _____

TOTAL BACKLITS ENCLOSED: **ENGLISH** _____ **FRENCH** _____

BACKLITS PROVIDED BY: _____

CONTACT NAME: _____

EMAIL ADDRESS: _____

TELEPHONE: _____

SPECIAL INSTRUCTIONS: _____

SIGNATURE: _____