

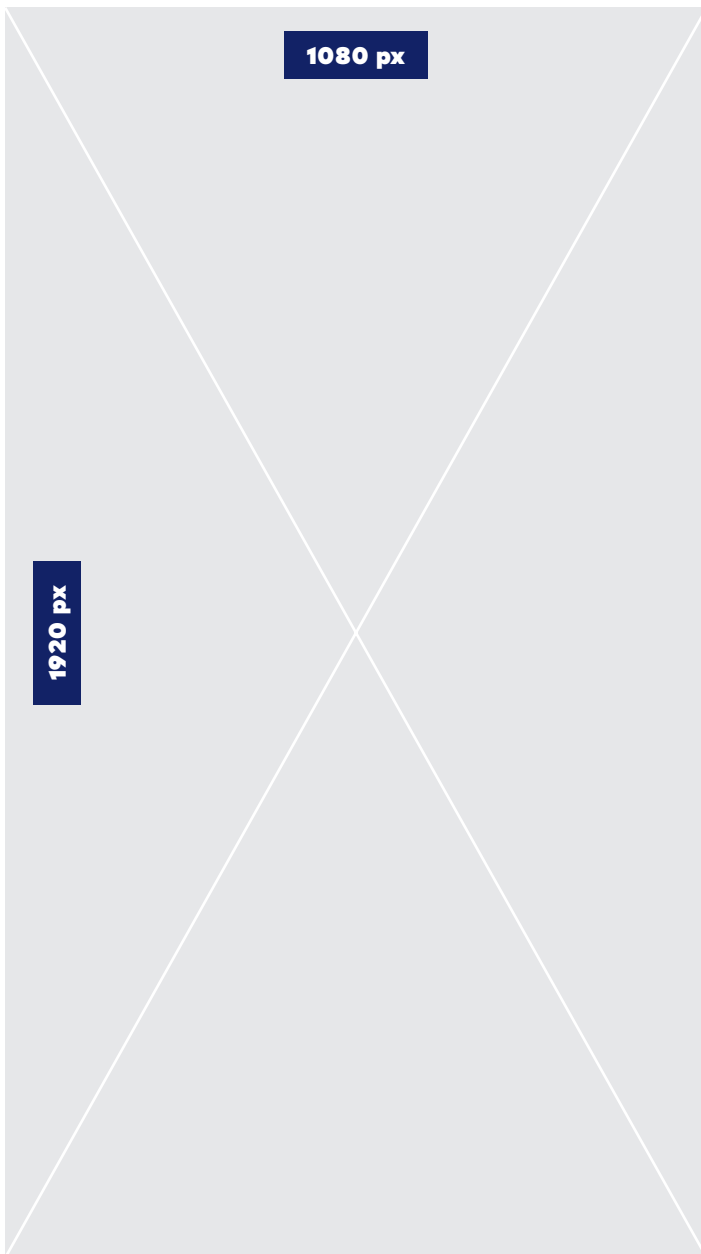
# DIGITAL POSTER

CINEMA & REC ROOM DIGITAL POSTER SPECIFICATIONS

**UPDATED ON FEBRUARY 11, 2020**



The following document contains production and delivery specifications for Digital Posters contracted to appear in Cineplex Entertainment theatre and rec room locations.



Creative is displayed on 84" LCD screens configured in a portrait layout.

### MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry
1080 px x 1920 px @72dpi	Square (1:1)
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	
1080 px x 1920 px @72dpi	
Text	Format
50+ pt text recommended	.JPG/.PNG (no transparency)

# DELIVERING YOUR CONTENT

CINEMA & REC ROOM DIGITAL POSTER SPECIFICATIONS



## 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

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 [DigitalPosters@cineplex.com](mailto:DigitalPosters@cineplex.com).

**INCOMING CREATIVE MUST COMPLY WITH CINEPLEX MEDIA FILE NAMING CONVENTIONS.  
PLEASE SEE THE FOLLOWING EXAMPLE AND LABEL YOUR SPOTS ACCORDINGLY:**

**CLIENT-SPOTNAME-30-ENG-DEC-DIGITALPOSTER.MP4**



**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.**

**FOR MORE INFORMATION PLEASE CONTACT:**

**[DIGITALPOSTERS@CINEPLEX.COM](mailto:DIGITALPOSTERS@CINEPLEX.COM)**

Please ensure you are following the most up-to-date specifications. This document was last modified on **February 11, 2020**.