

# CINEMA LOBBY SHOW

SPECS & CREATIVE DELIVERY INFORMATION

**UPDATED ON DECEMBER 9, 2019**



The following document contains production and delivery specs for Cinema Lobby Show client creative, contracted to appear in the Cineplex Lobby Show.



### PRE-SHOW VS. LOBBY SHOW

If you have a contract for both the Pre-Show and Cinema Lobby Show, you can upload one file for both using the Pre-Show specs. In addition, you can submit two different creatives if, for example, you would like to add burnt-in subtitles because the Cinema Lobby Show does not play audio. Please ensure the creative is being uploaded with their respective show names in the file name.

**NOTE: Audio is not available in the cinema lobby show. contact your account manager for details.**

### MOTION/VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Colour Mode
1920 px x 1080 px @72dpi	Square (1:1)	16:9	8-bit RGB (24 bit)
Frame Rate	Text Safe Area	Audio	Encoding
23. 976 or 29.97 (Progressive)	1724 px x 972 px	N/A	Quicktime Apple ProRes/HQ or .H264>8MBPS

### STATIC IMAGE SPECS

Content Resolution	Text	Format
1920 px x 1080 px @72dpi	50+ pt text recommended	.JPG/.PNG

## QUICK FACTS

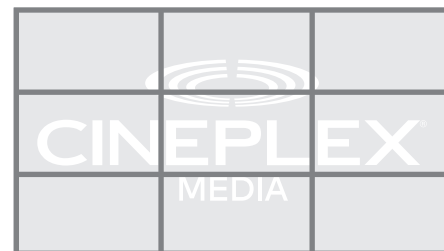
- The Cinema Lobby Show has multiple screen configurations; the scheduling system plays creative simultaneously on all screens in the lobby at once.
- The multi-screen formats contain bezels\* of various widths.
- All locations have single screen uninterrupted displays, as well as a variety of matrix formats.
- For more details on configuration of the Lobby Show, please reach out to LobbyShow@cineplex.com.



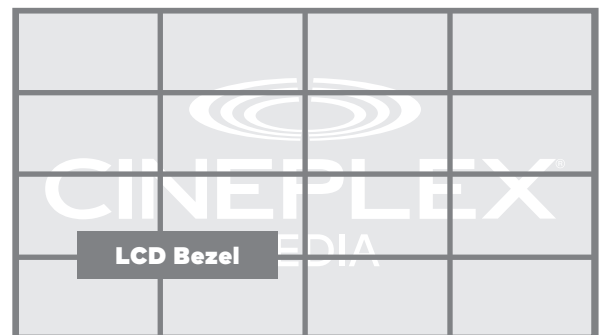
**SINGLE  
SCREEN**



**2X2 SCREEN**



**3X3 SCREEN**



**4X4**

## BEST PRACTICE

The best practice we recommend is that creative be designed to incorporate enlarged text, logos, and/or graphics that are displayed with a broad range of motion across the screen. This will ensure that all visual elements can be showcased regardless of the bezels between screens of 2x2, 3x3, 4x4 and 5x5 matrix displays.

**\*Bezel Definition:** A monitor bezel, or screen bezel, is the area of a display that surrounds the screen.  
For example, if a monitor has a 27mm bezel, the screen is surrounded by 27mm of plastic or metal.

## 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 [lobbyshow@cineplex.com](mailto:lobbyshow@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-LOBBY.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:**

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

Please ensure you are following the most up-to-date specifications. This document was last modified on **December 9, 2019**.