

# CINEPLEX.COM & MOBILE AD STANDARDS & CREATIVE SPECS

\*Canadian Universal Ad Package

	CREATIVE UNIT NAME	INITIAL DIMENSIONS (W x H)	MAX. EXPANDED DIMENSIONS (W x H)	MAX. INITIAL FILE LOAD SIZE	SUBSEQUENT MAX. POLITE FILE LOAD SIZE	MAX. ANIMATION & VIDEO FRAME RATE	MAX ANIMATION & VIDEO LENGTH	AUDIO INITIATION	ACCEPTED FILE FORMATS	Z-INDEX RANGE	MIN. REQUIRED CONTROLS	SUBMISSION LEAD-TIME	IMPLEMENTATION NOTES & BEST PRACTICES
CUAP*	<b>LEADERBOARD</b>	728 x 90 970 x 90	Expansion not allowed for these units	50 KB	Not allowed for these units	24 FPS	• 15 seconds or less; maximum 3 loops • Video not allowed for this unit	Audio not allowed for this unit	• .GIF, .JPG, .PNG	0-4,999	N/A	Minimum 3 business days before campaign start	N/A
	<b>BIG BOX</b>	300 x 250											
	<b>SKYSCRAPER</b>	160 x 600											
RICH MEDIA	<b>LEADERBOARD</b>	728 x 90 970 x 90	970 x 360, expands down	150 KB	2.2 MB (unlimited if streaming video)	24 FPS	15 seconds or less; maximum 3 loops (unlimited with user interaction)	Audio must be user-initiated, default state is muted (on click: mute/unmute)	• .GIF, .SWF • HTML5 (must be third-party served)	5,000 - 1,999,999 (For entire ad unit)	• "Close X" on Expanded Panel and "Expand" on collapsed panel • Font = 8Pt (11px) - 16Pt (21px) • Retract Feature: Either click to Close/Expand or enable Mouse-Off Retraction • Video must include: Play, Pause, Mute (and/or Volume Control to 0)	Minimum 5 business days before campaign start	• Must provide a standard GIF / JPG image backup file • Expansion must be user-initiated • Third party vendor must accommodate click-tracking and cache busting
	<b>BIG BOX</b>	300 x 250	600 x 250, expands left										
	<b>SKYSCRAPER</b>	160 x 600	600 X 600, expands left										
	<b>FLOATING (OVER-THE-PAGE)</b>	500 x 500	Expansion not allowed for this unit										
VIDEO	<b>PRE/POST-ROLL</b>	16:9 Recommended	N/A	N/A	5 MB for VAST file load	30 FPS (min. 24)	15 seconds or 30 seconds with skip (after 5 seconds)	Always permitted	• .MP4, VAST	N/A	N/A	Minimum 5 business days before campaign start	• Video that requires any additional editing not accepted
MOBILE	<b>SMARTPHONE STATIC BANNER</b>	320 x 50 (640 x 100 HD)	N/A	50 KB	N/A	24 FPS	• 10 seconds or less • Video not allowed for this unit	N/A	• .GIF, .JPG, .PNG • HTML5 (must be third-party served)	0-4,999	N/A	Minimum 3 business days before campaign start	• Must supply both high and low resolution creative or campaign will not go live • Flash / BB10 not supported
	<b>INTERSTITIAL</b>	• 320 x 480 (640 x 960 HD) • 480 x 320 (960 x 640 HD) • 768 x 1024 (1536 x 2048 HD) • 1024 x 768 (2048 x 1536 HD)		150 KB			N/A		Not allowed for this unit			• .GIF, .JPG, .PNG	Minimum 10 business days before campaign start

	CREATIVE UNIT NAME	COLOURS	FONTS & TYPE	STYLE GUIDELINES	ACCEPTED FILE FORMATS	SUBMISSION DEADLINES	IMPLEMENTATION NOTES
PAGE SKINS	<b>LOGOS, WORDMARKS, BRANDING ILLUSTRATIONS</b>	Provide RGB/websafe equivalent for any CMYK assets in hexadecimal or RGB value format	Text must be converted to outlines OR provided in TrueType, OpenType, or Postscript format	Provide any brand guidelines to maintain look and feel	.AI, .EPS, .PDF	Minimum 10 business days before campaign start	• Clear, concise instructions required for building • Mock-up will be provided for approval
	<b>IMAGES</b>				.GIF, .JPG, .PNG, .TIFF, layered .PSD		

	CREATIVE UNIT NAME	DIMENSIONS (W x H IN PIXELS)	MAX FILE SIZE	ACCEPTED FILE FORMATS	IMPLEMENTATION NOTES
PRINT SKIP SCAN	<b>IN-TICKET PROMOTION</b>	555 x 1904 (vertical orientation)	100 KB	.GIF, .JPG, .PNG,	• French version needed to meet language policy requirements • Text orientation should align with ticketing page layout (i.e. no rotation) • No creative change between Friday-Sunday
	<b>OUTBOUND PROMOTION</b>	1896 x 650 (horizontal orientation)			

FOR SPECIFIC PRODUCTION RELATED INQUIRIES, PLEASE CONTACT :

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