





# CINEPLEX.COM & MOBILE AD STANDARDS AND CREATIVE SPEC



## BASIC SPECIFICATIONS | STANDARD AD UNITS

Creative Unit Name	Dimensions	Creative Lead Time	File Formats	File Size	Notes
<b>Leaderboard (IAB Standard)</b>	728 x 90 (970 x 90 optional)	 3 business days	.GIF, .JPG, .PNG, HTML5, JavaScript, Google Ad Manager Redirect Tag (Flash no longer accepted)	50 KB	<ul style="list-style-type: none"> <li>Standard GIF / JPG image backup file recommended</li> <li>Expansion must be user-initiated</li> </ul>
<b>Bigbox (IAB Standard)</b>	300 x 250				
<b>Skyscraper (IAB Standard)</b>	160 x 600				
<b>Mobile Banner (IAB Standard)</b>	320 x 50 (640 x 100 optional)			 150 KB	<ul style="list-style-type: none"> <li>Ad must close after 10 seconds</li> <li>Frequency cap of 1 per user per lifetime</li> </ul>
<b>FLOATING (OVER-THE-PAGE)</b>	500 x 500				
<b>Preroll Video (Desktop / Mobile)</b>	16:9 Ratio				
<hr/>					
<b>Page Skin</b>	1878 x 1858	 10 business days	.GIF, .JPG, .PNG, layered .PSD	2.2 MB	<ul style="list-style-type: none"> <li>Clear instructions required</li> <li>Mock-up will be provided for approval</li> </ul>
<b>eNewsletter Blasts</b>	600 x 75 (bottom banner)		50 KB	<ul style="list-style-type: none"> <li>Bottom banner only</li> </ul>	
<b>InTicket</b>	555 x 1904		 100 KB	.GIF, .JPG, .PNG, .TIFF	<ul style="list-style-type: none"> <li>French version needed to meet language policy requirements</li> <li>Text orientation should align with ticketing page layout (i.e. no rotation)</li> <li>No creative change between Friday-Sunday</li> </ul>
<b>Outbound</b>	1896 x 650				

FOR SPECIFIC PRODUCTION RELATED INQUIRIES, PLEASE CONTACT :

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# CINEPLEX.COM & MOBILE AD STANDARDS AND CREATIVE SPEC



TAKEOVERS					
Creative Unit Name	Dimensions	Creative Lead Time	File Formats	File Size	Notes
<b>DESKTOP HOMEPAGE, MOVIE/THEATRE DETAIL</b>					
Page Skin	1878 x 1858	■■■■■■■■■■ 10 business days	.GIF, .JPG, .PNG, HTML5, JavaScript, Google Ad Manager Redirect Tag (Flash no longer accepted)	2.2 MB	<ul style="list-style-type: none"> <li>All desktop page skins are national</li> <li>Need 10 business days to build</li> <li>Homepage is for Studio clients only</li> <li>Skyscraper is optional for Movie/Theatre Detail Page only</li> <li>All Mobile Takeovers share the same specification</li> </ul>
Leaderboard	728 x 90	■■■■ 3 business days		50 KB	
Bigbox	300 x 250				
Skyscraper (optional)	160 x 600				
<b>DESKTOP SHOWTIMES, THEATRE LISTINGS</b>					
Page Skin	1878 x 1858	■■■■■■■■■■ 10 business days	.GIF, .JPG, .PNG, HTML5, JavaScript, Google Ad Manager Redirect Tag (Flash no longer accepted)	2.2 MB	<ul style="list-style-type: none"> <li>App - Movies, Theatres</li> <li>Web - Homepage, Showtimes, Theatres</li> </ul>
Leaderboard	728 x 90	■■■■ 3 business days		50 KB	
Skyscraper	300 x 250				
Mobile Takeovers	320 x 50 (640 x 100 optional)				
Mobile Interstitial	320 x 480 (640 x 960 optional)	■■■■■■■■■■ 10 business days	.GIF, .JPG, .PNG	150 KB	<ul style="list-style-type: none"> <li>All sizes required</li> <li>Only 2 creative versions (CTA's) allowed:                             <ol style="list-style-type: none"> <li>Starts Date/Friday</li> <li>Now Playing</li> </ol> </li> <li>Display time of 5 seconds applied</li> <li>Studio clients only</li> <li>Targeting available</li> </ul>
	480 x 320 (960 x 640 optional)				
	768 x 1024 (1536 x 2048 optional)				
	1024 x 768 (2048 x 1536 optional)				
<b>MOVIE DOMINATION</b>					
Custom Microsite	Page Skin + Leaderboard	■■■■■■■■■■ 10 business days	.GIF, .JPG, .PNG, .TIFF	2.2 MB	<ul style="list-style-type: none"> <li>Need 10 business days to build</li> </ul>
eNewsletter Blasts	600 x 75			50 KB	<ul style="list-style-type: none"> <li>Bottom banner only</li> </ul>
InTicket	555 x 1904			100 KB	<ul style="list-style-type: none"> <li>French version needed to meet language policy requirements</li> <li>Text orientation should align with ticketing page layout (i.e. no rotation)</li> <li>No creative change between Friday-Sunday</li> </ul>
Outbound	1896 x 650				

# CINEPLEX.COM & MOBILE AD STANDARDS AND CREATIVE SPEC



TECHNICAL SPECIFICATIONS   AD UNITS						
Creative Unit Name	Max Dimensions	Max File Size	Max Media Length	Audio Initiation	Min. Required Controls	
Leaderboard (IAB Standard)	970 x 360, expands down	2.2 MB (unlimited for video stream)	15 Seconds	Default mute with unmute option	"Close X" Must be present 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)	
Bigbox (IAB Standard)	600 x 250, expands left					
Skyscraper (IAB Standard)	600 X 600, expands left					
FLOATING (OVER-THE-PAGE)		2.2 MB	10 Seconds			
Mobile Banner (IAB Standard)			10 Seconds (Video not allowed)			
Preroll Video (Desktop / Mobile)			15 or 30 Seconds with skip (after 5 seconds)	Always permitted		
TECHNICAL SPECIFICATIONS   TAKEOVERS						
DESKTOP HOMEPAGE, MOVIE/THEATRE DETAIL   PAGE SKIN						
Leaderboard	970 x 360, expands down	2.2 MB (unlimited for video stream)	15 Seconds	Default mute with unmute option	"Close X" Must be present 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)	
Bigbox	600 x 250, expands left					
Skyscraper (optional)	600 X 600, expands left					
DESKTOP SHOWTIMES, THEATRE LISTINGS   PAGE SKIN						
Leaderboard	970 x 360, expands down	2.2 MB (unlimited for video stream)	15 Seconds	Default mute with unmute option		"Close X" Must be present 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)
Skyscraper	600 X 600, expands left					