





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
Leaderboard (IAB Standard)	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"> Standard GIF / JPG image backup file recommended Expansion must be user-initiated
Bigbox (IAB Standard)	300 x 250				
Skyscraper (IAB Standard)	160 x 600				
Mobile Banner (IAB Standard)	320 x 50 (640 x 100 optional)			 150 KB	<ul style="list-style-type: none"> Ad must close after 10 seconds Frequency cap of 1 per user per lifetime
FLOATING (OVER-THE-PAGE)	500 x 500				
Preroll Video (Desktop / Mobile)	16:9 Ratio				
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Page Skin	1878 x 1858	 10 business days	.GIF, .JPG, .PNG, layered .PSD	2.2 MB	<ul style="list-style-type: none"> Clear instructions required Mock-up will be provided for approval
eNewsletter Blasts	600 x 75 (bottom banner)		50 KB	<ul style="list-style-type: none"> Bottom banner only 	
InTicket	555 x 1904		 100 KB	.GIF, .JPG, .PNG, .TIFF	<ul style="list-style-type: none"> 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
Outbound	1896 x 650				

FOR SPECIFIC PRODUCTION RELATED INQUIRIES, PLEASE CONTACT :

DAVID SEOL | *Production Manager, Digital Signage & Ad Operations* | David.Seol@cinplex.com | Tel: (416) 539-8800 Ext. 5306

AMANDA WOOD | *Ad Operations Specialist* | Amanda.Wood@cinplex.com | Tel: (416) 539-8800 Ext. 5244

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TAKEOVERS					
Creative Unit Name	Dimensions	Creative Lead Time	File Formats	File Size	Notes
DESKTOP HOMEPAGE, MOVIE/THEATRE DETAIL					
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"> All desktop page skins are national Need 10 business days to build Homepage is for Studio clients only Skyscraper is optional for Movie/Theatre Detail Page only All Mobile Takeovers share the same specification
Leaderboard	728 x 90	3 business days		50 KB	
Bigbox	300 x 250				
Skyscraper (optional)	160 x 600				
DESKTOP SHOWTIMES, THEATRE LISTINGS					
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	
Leaderboard	728 x 90	3 business days		50 KB	
Skyscraper	300 x 250				
MOBILE TAKEOVERS					
Mobile Takeovers	320 x 50 (640 x 100 optional)	3 business days	.GIF, .JPG, .PNG, HTML5, or 3rd Party Tags	50 KB	<ul style="list-style-type: none"> App - Movies, Theatres Web - Homepage, Showtimes, Theatres
Mobile Interstitial	320 x 480 (640 x 960 optional)	10 business days	.GIF, .JPG, .PNG	150 KB	<ul style="list-style-type: none"> All sizes required Only 2 creative versions (CTA's) allowed: <ol style="list-style-type: none"> Starts Date/Friday Now Playing Display time of 5 seconds applied Studio clients only Targeting available
	480 x 320 (960 x 640 optional)				
	768 x 1024 (1536 x 2048 optional)				
	1024 x 768 (2048 x 1536 optional)				
MOVIE DOMINATION					
Custom Microsite	Page Skin + Leaderboard	10 business days	.GIF, .JPG, .PNG, .TIFF	2.2 MB	<ul style="list-style-type: none"> Need 10 business days to build
eNewsletter Blasts	600 x 75			50 KB	<ul style="list-style-type: none"> Bottom banner only
InTicket	555 x 1904			100 KB	<ul style="list-style-type: none"> 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
Outbound	1896 x 650				

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TECHNICAL SPECIFICATIONS AD UNITS						
Creative Unit Name	Max Dimensions	Max File Size	Max Media Length	Audio Initiation	Min. Required Controls	
Leaderboard (Expandable)	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 (Expandable)	600 x 250, expands left					
Skyscraper (Expandable)	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 (Expandable)	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 (Expandable)	600 x 250, expands left					
Skyscraper (optional) (Expandable)	600 X 600, expands left					
DESKTOP SHOWTIMES, THEATRE LISTINGS PAGE SKIN						
Leaderboard (Expandable)	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 (Expandable)	600 X 600, expands left					