

ONLINE & MOBILE

AD UNIT AND TAKEOVER SPECIFICATIONS

UPDATED ON AUGUST 6, 2021



The following document contains production and delivery specs for Online and mobile client creative contracted to appear in the Cineplex website and mobile app.

ALL PLATFORMS

Ad Units	Dimensions	File Formats	File Size	Expandable
Preroll	16:9 - 720p, 2.5mbps or higher	.MP4, .MOV, VAST Tag (2.0)	N/A	No

NOTES

- Video that requires editing not accepted
- VPAID not accepted
- Video file must be less than 512 MB

DESKTOP

Ad Units	Dimensions	File Formats	File Size	Expandable
Desktop Super Banner	2560x280	.JPG, .PNG, or .GIF images only	150 KB	No
Desktop Top Leaderboard	728x90 (optional 970x90)	.JPG, .PNG, .GIF, HTML5, JavaScript, Google Redirect Tag	50 KB	970 x 360 (expands down)
Desktop Bottom Leaderboard				600 x 250 (expands left)
Desktop Bigbox				300x250



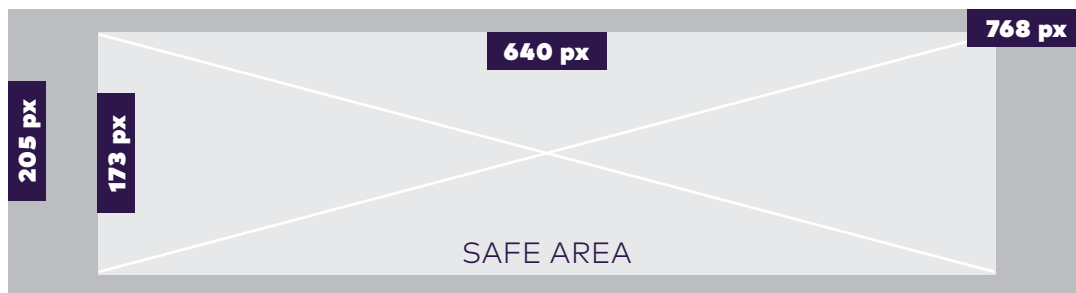
SUPER BANNER - DESKTOP | TABLET

NOTES

- Super Banner on Homepage limited to Studios only
- Expansion must be user-initiated
- 'Close X' must be present on all expandable banners
- Video must include: Play, Pause, Mute (and/or Volume Control to '0')

MOBILE WEB

Ad Units	Dimensions	File Formats	File Size	Expandable
Mobile Web Super Banner	768x205	.JPG, .PNG, or .GIF images only	50 KB	No
Mobile Web Top Leaderboard	320x50 (optional 640x100)	.JPG, .PNG, .GIF, HTML5, JavaScript, Google Redirect Tag		
Mobile Web Bottom Leaderboard				
Mobile Web Bigbox	300x250			



SUPER BANNER - MOBILE WEB

NOTES

- Super Banner on Homepage limited to Studios only

MOBILE APP

Ad Units	Dimensions	File Formats	File Size	Expandable
Mobile App Banner	320x50 (optional 640x100)	.JPG, .PNG, .GIF, HTML5, JavaScript, Google Redirect Tag	50 kb	No

DESKTOP

Takeovers	Components	Notes
Desktop Takeover	Desktop Super Banner	<ul style="list-style-type: none"> Available pages: Homepage, Showtimes, Theatre Listings, Movie Detail, Theatre Detail Homepage available to Studios only
	Desktop Bottom Leaderboard	
	Desktop Bigbox	

MOBILE WEB

Takeovers	Components	Notes
Mobile Web Takeover	Mobile Web Super Banner	<ul style="list-style-type: none"> Available pages: Homepage, Showtimes, Theatre Listings, Movie Detail, Theatre Detail Homepage available to Studios only
	Mobile Web Bottom Leaderboard	
	Mobile Web Bigbox	

MOBILE APP

Takeovers	Components	Notes
Mobile App Interstitial	<p>Dimensions: 320x480, 480x320, 768x1024, 1024x768</p> <p>Optional Hi-Res Dimensions: 640x960, 960x640, 1536x2048, 2048x1536</p>	<ul style="list-style-type: none"> Available to Studios only - maximum 2 CTA (Call To Action) per week Static .JPG, .PNG images only Limit 150 KB per creative Display time of 5 seconds applied
Mobile App Movie Takeover	Mobile App Banner	<ul style="list-style-type: none"> Mobile App Movie section takeover
Mobile App Theatre Takeover	Mobile App Banner	<ul style="list-style-type: none"> Mobile App Theatre section takeover

DELIVERY INFORMATION

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 AdOps@cineplex.com.

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 quality.

If you have any questions regarding deadlines for your creative, please contact your Cineplex Media Account Manager.

ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.

**FOR SPECIFIC PRODUCTION RELATED INQUIRIES, PLEASE CONTACT:
ADOPS@CINEPLEX.COM**

Please ensure you are following the most up-to-date specifications. This document was last modified on **August 6, 2021**.