



# TIMED HD PRE-SHOW (16X9)

## SPECS & CREATIVE DELIVERY INFORMATION

**THE FOLLOWING DOCUMENT CONTAINS PRODUCTION SPECS FOR SPOTS SCHEDULED TO APPEAR IN THE TIMED HD PRE SHOW FOR CINEPLEX AND LANDMARK THEATRES. NOTE: CLIENT CREATIVE WILL BE SENT TO OUR SUPPLIER, EXTREME REACH IN TORONTO FOR PROCESSING.**

**PLEASE ENSURE THAT ALL DEADLINES AND PRODUCTION SPECS ARE MET. NO SPARE TIME HAS BEEN FACTORED IN FOR CREATIVE EXTENSIONS.**

ANY CREATIVE DEADLINES THAT ARE MISSED WILL RESULT IN ADDITIONAL COSTS AND MAY RESULT IN A DELAY OF THE CAMPAIGN FOR WHICH CINEPLEX ENTERTAINMENT WILL **NOT** BE HELD RESPONSIBLE. EACH CONTRACT IS ENTITLED TO ONE CREATIVE SPOT PER MONTH, PER LANGUAGE. ANY ADDITIONAL CREATIVE MAY RESULT IN ADDITIONAL COST.

**ALL ADVERTISING MUST COMPLY WITH THE CINEPLEX MEDIA ADVERTISING POLICY WHICH MAY BE FOUND AT [WWW.CINEPLEXMEDIA.COM](http://WWW.CINEPLEXMEDIA.COM).**

IF YOU HAVE ANY QUESTIONS ABOUT DEADLINES FOR YOUR CREATIVE, PLEASE IMMEDIATELY CONTACT YOUR SALES REP AT CINEPLEX MEDIA. ALL CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT PRIOR TO PRODUCTION AS PER THE TERMS AND CONDITIONS IN YOUR CLIENT CONTRACT.

**WE RECOMMEND YOU ALWAYS USE THE LARGEST TYPE SIZE POSSIBLE IN YOUR CREATIVE FOR BEST READABILITY. MINIMUM 16-18PT TYPE SIZE IS RECOMMENDED.**

### IMPORTANT

Cineplex Media is **not responsible** for royalty payments/ copyright clearances/ SOCAN fees, etc. on any music/audio that clients send to accompany their spot(s). Therefore, if you/your client elects to send audio with your spot, it is the client's responsibility to insure that all appropriate copyright clearances/rights, etc. for any audio sent to Cineplex Media -or our supplier- have been attained prior to our acceptance of the material.

### ASPECT RATIO NOTES

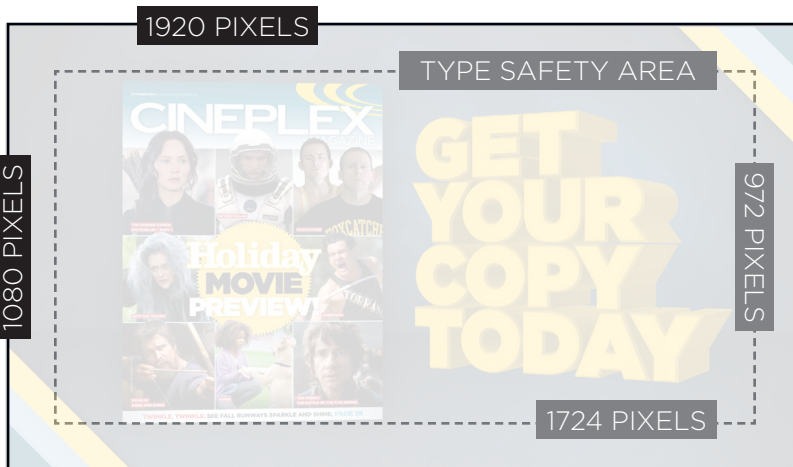
All content in the Timed HD Preshow is displayed within an aspect ratio of 16:9 (1.78:1). In order to ensure that all text is displayed on the screen, please remember that your text and relevant graphics should be placed within the "text-safe area". If content is outside of this area, it may not be seen when projected. Files submitted with aspect ratios other than 16:9 format for the pre show, (example: 1.33:1) will be pillarboxed for presentation on screen. To avoid pillarboxing, please provide artwork conformant to our specs by creative deadline.

**FOR PRE SHOW PRODUCTION INQUIRIES, PLEASE CONTACT [PRESHOWPRODUCTION@CINEPLEX.COM](mailto:PRESHOWPRODUCTION@CINEPLEX.COM)**

# STATIC/STILL SLIDES (16X9)

THE SAFEST AND SIMPLEST METHOD OF PRODUCING PRE SHOW CREATIVE IS TO PROVIDE STATIC SLIDES IN JPEG FORMAT FOR EASE OF USE AND DISTRIBUTION.

IMAGE RESOLUTION : **1920 PIXELS BY 1080 PIXELS @ 72 DPI**



- ◀ Creative must observe a type-safety area of **1724 pixels by 972 pixels.**
- ◀ All artwork must be created in **RGB** colour mode (not CMYK). Please convert all grayscale images, line art and duotones to **RGB.**

Diagram is not to scale.

CONTENT RESOLUTION	<b>1920 px wide x 1080 px high</b>
PIXEL GEOMETRY	<b>Square (1:1)</b>
ASPECT RATIO	<b>16:9 (1.78:1)</b>
COLOUR MODE	<b>8-bit (per channel) RGB</b>
MINIMUM TYPE SIZE	<b>16 pt (most typefaces)</b>
TRANSITION	<b>None</b>
TEXT SAFE AREA	<b>1724 x 972</b>
IMAGE FORMAT	<b>JPEG</b>

## AUDIO GUIDELINES

The length of the audio track has to be the same as the visual spot on screen. For example, a 20-second audio spot with two 10-second static slides is not acceptable. The audio track must be delivered at the same time as the visual component of your spot is delivered to Extreme Reach. Please ensure you have attained rights to any music /audio component of your spot, as outlined in on Page 1 of this document. Audio files should be uncompressed **48khz, 16-bit stereo in .WAV or .AIFF format.** Compressed audio files (such as MP3, M4A) are NOT acceptable. All digital audio must be stereo and not have an average level higher than -12dB digital with peaks not to exceed -8dB digital.

**STATIC SLIDE CREATIVE NOT REQUIRING AUDIO CAN BE DELIVERED VIA EMAIL TO [PRESHOWPRODUCTION@CINEPLEX.COM](mailto:PRESHOWPRODUCTION@CINEPLEX.COM) IF DELIVERY TIMELINES ARE OBSERVED.**

# DIGITAL MOTION FILES (16X9)

DIGITAL MOTION CREATIVE CAN BE DELIVERED VIA TAPE (HDCAM OR HDCAM-SR) OR AS DIGITAL QUICKTIME .MOV FILES (H.264, APPLE PRORES-PROGRESSIVE) AT 24 OR 23.976.

## VIDEO RESOLUTION : 1920 PIXELS BY 1080 PIXELS

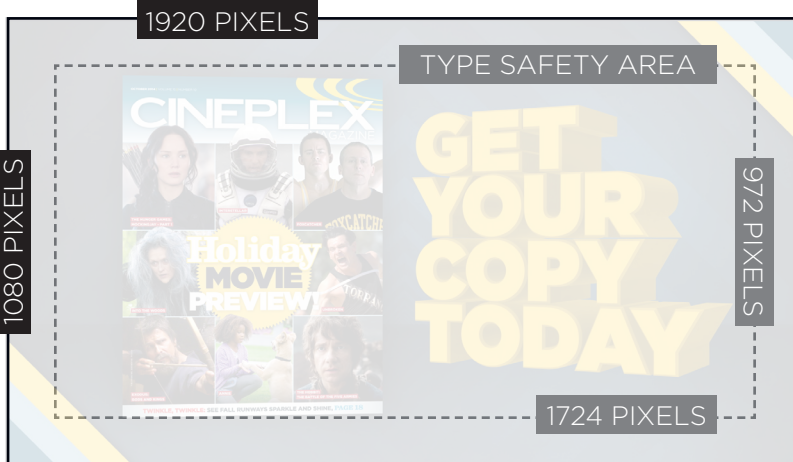


Diagram is not to scale.

- ◀ Video clips must be created with a text safe area of **1724 x 972** pixels.
- ◀ All video specifications must meet **SMPTE** standards.
- ◀ Final clips must be delivered delivered via FTP (see page 4), as a digital video tape master, or delivered on CD or Data DVD-ROM discs. DVD-Video discs will not be accepted.

CONTENT RESOLUTION	<b>1920 px wide x 1080 px high</b>
PIXEL GEOMETRY	<b>Square (1:1)</b>
ASPECT RATIO	<b>16:9 (1.78:1)</b>
COLOUR MODE	<b>8-bit RGB (24 bit)</b>
AUDIO	<b>48khz 16-bit Stereo</b>
FRAME RATE	<b>23.976 or 24</b>
TEXT SAFE AREA	<b>1724 x 972</b>
ENCODING	<b>H.264/Apple ProRes-PROGRESSIVE @100% QUALITY</b>

◀ If you are unsure if your delivery file is correctly encoded, check your file size. If the file is under 10MB, then it is likely not correctly encoded. The file size of a H.264 or Apple ProRes-PROGRESSIVE QuickTime animation can vary between 300MB to 1.5GB in size, depending on the length.

◀ All vector-based animation (e.g. Flash) must be converted to an acceptable video format before delivery. Adobe Premiere can be used to convert your Flash animation to an acceptable video format.

◀ To check that your content is set to proper specification before delivery, open it in QuickTime. Under the Movie Info menu, your Format must read: H.264, JPEG 2000 or Motion JPEG Compressed QuickTime 1920 X 1080. Colour info should read 'Millions'.

◀ If you are working in Adobe Flash and wish to export your creative, under the file menu, choose Export Movie. A window will prompt you to name your file. Please review our naming convention rules on page X. Then, select a format for your file. Under Format, choose: QuickTime Video, then Save. A new window will then pop up titled 'Export QuickTime'. In the Export QuickTime window, your settings must read as follows:

- Dimensions: 1920 x 1080 pixels
- Ensure the "Maintain Aspect Ratio" box is checked.
- Format: 24 Bit color.
- Compressor: H.264 or APPLE PRORES-PROGRESSIVE
- Quality: 100% (move slider all the way right)

**CAREFULLY REVIEW THE ASPECT RATIO NOTES OUTLINED ON PAGE 1 BEFORE DELIVERING YOUR CREATIVE.**

# DELIVERING YOUR CONTENT

PLEASE CLOSELY FOLLOW THESE DELIVERY INSTRUCTIONS FOR YOUR CREATIVE MATERIAL, INCLUDING LABELING + FILE NAMING CONVENTIONS. ALSO ENSURE THAT YOUR CREATIVE ARRIVES BY THE DUE DATE ASSIGNED BY YOUR CINEPLEX MEDIA ACCOUNT MANAGER.

Incoming creative must comply with Cineplex Media file naming conventions. **Please read and label your spots accordingly.**

**BUDWEISER-HOCKEY-30-ENG-DEC.MOV**



If you are sending a hard copy of your creative, please ensure that you label the spot **'For Cineplex Digital Pre Show'**.

## DIGITAL SUBMISSION

URL: <http://ftp.extremereach.ca>

User name: **cineplexincoming**

Password: **cininc1152**

**IMPORTANT:** Once your file is completely uploaded, please send an e-mail to [cineplex@extremereach.com](mailto:cineplex@extremereach.com) and cc: [PreshowProduction@cineplex.com](mailto:PreshowProduction@cineplex.com). Your email should note particulars of your creative delivery, including file name. If you have any issues accessing the upload server, please notify us at the above email addresses.

## HARD COPY SUBMISSION

### Extreme Reach

635 Queen St. East, Toronto, Ont., M4M 1G4  
Attn: DPS-Production Coordinator  
416-964-7539  
[cineplex@extremereach.com](mailto:cineplex@extremereach.com)

**NOTE:** When submitting content, you must adhere to the naming convention for your spot listed at the top of this page. Failure to follow this naming convention may result in delays in the spot's start date.

**PRIVACY NOTICE:** Although Extreme Reach will do their best to remove material as it has been uploaded, your files (names only) may, for a short time be viewable by others visiting this FTP address. Files cannot be accessed or downloaded by anyone except for Extreme Reach staff. If privacy is a priority, provide your material in hard copy format to Extreme Reach or Cineplex Media by the deadlines assigned by your sales rep.

**IMPORTANT:** Cineplex Media is not responsible for royalty payments/ copyright clearances/ SOCAN fees, etc. on any music/audio that clients send to accompany their spot(s). Therefore, if you/your client elects to send audio with your spot, it is the client's responsibility to ensure that all appropriate copyright clearances/rights, etc. for any audio sent to Cineplex Media or any of our suppliers have been attained prior to our acceptance of the material.

Please ensure you are following the most up-to-date specifications.

This document was last modified on **June 1, 2016.**

*Thank you!*