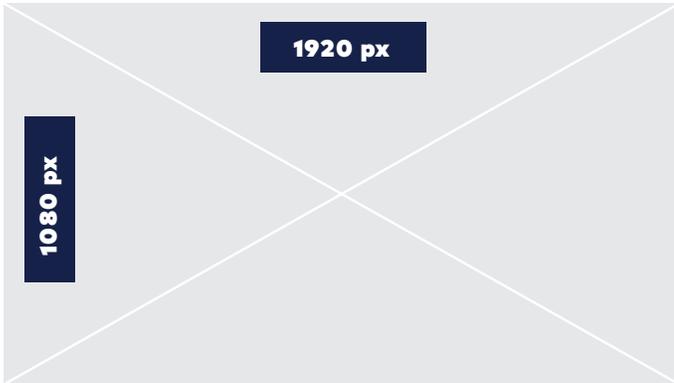# DIGITAL
PRE-SHOW

SPECS & CREATIVE DELIVERY INFORMATION

The following document contains production and delivery specs for Digital Pre-Show at Cineplex Media represented theatres. **Note: client creative will be sent to our supplier, Extreme Reach in Toronto for processing.**

DIGITAL PRE-SHOW
STATIC/VIDEO FILE SPECIFICATIONS

CINEPLEX MEDIA

1920 px

1080 px

STATIC IMAGE SPECS

Same as video (below), however, please provide **.JPG files ONLY** with no transitions. 16 pt type minimum is recommended for most typefaces. All artwork must be created in RGB colour mode (not CMYK). Please convert all grayscale images, line art and duotones to RGB.

MOTION / VIDEO SPECS

Content Resolution	Pixel Geometry	Aspect Ratio	Colour Mode
1920 px x 1080 px	Square (1:1)	16:9	8-bit RGB (24 bit)
Frame Rate	**Text Safe Area**	**Audio**	**Encoding**
23. 976 or 29.97 (Progressive)	1724 px x 972 px	AAC 48KHZ 16-BIT Stereo Only Avg. Level -10db	Quicktime Apple ProRes/HQ or .H264>8MBPS

If you're unsure your delivery is correctly encoded, open it in Quicktime. Under the 'Movie Info' menu, your format must read: (Video Info) Apple ProRes/Apple ProRes HQ or H.264, Quicktime 1920x1080 (Audio Info) 16-Bit Integer (Little/big endian, Stereo, 48.000KHZ, (Colour Info) 'Millions.'

BEFORE UPLOADING, CAREFULLY REVIEW YOUR CREATIVE AND ENSURE LOGOS, TEXT AND ANY IMPORTANT GRAPHICS FALL WITHIN THE TEXT SAFE AREA.

ASPECT RATIO

All content in the Digital Pre-Show 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.

AUDIO GUIDELINES

The length of the audio track must 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. 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.

DELIVERING
YOUR CONTENT

CINEPLEX MEDIA

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.

ELECTRONIC 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 and cc: 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.

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.

All advertising must comply with the Cineplex Media advertising policy which may be found at www.cineplexmedia.com.

Incoming creative must comply with Cineplex Media file naming conventions.
Please see the following example and label your spots accordingly:

BUDWEISER-HOCKEY-30-ENG-DEC.MOV

CLIENT   SPOT NAME   LENGTH (SEC)   LANGUAGE   CAMPAIGN START MONTH

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.

FOR MORE INFORMATION, PLEASE CONTACT:
PreShowProduction@cineplex.com

Please ensure you are following the most up-to-date specifications. This document was last modified on **May 28, 2018.**