



# SHOW-TIME

## 2K/4K FLAT DCINEMA TRANSFER

### SPECS & CREATIVE DELIVERY INFORMATION

Please forward this entire specifications document to the post-production house producing the elements for DCinema



Additional fees per creative title will apply for each additional creative transfer. Please note FLAT only transfer will be sent to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep -in advance- to discuss transfer fees.

**All file transfer requests and associated fees must be recorded on your contract.**

The following document contains production and delivery specs for Show-Time creative (Cinema Spot DCinema Transfers) contracted to appear in theatres by Cineplex Media.

For Terms and Conditions, please refer to client contract. For advertising policy, please go to [cineplexmedia.com](http://cineplexmedia.com) and view our advertising guidelines. Please contact your Sales Representative for further information.

**Please use this document to facilitate the transfer of your creative in order to meet Cineplex Media's DCinema requirements. Cineplex Media's supplier of service is Deluxe 142.**

## INFORMATION ON DELUXE 142 TRANSFER PACKAGE

### DELIVERABLES:

All Picture and Audio assets must be exported at a working framerate of 23.98 or 24 (preferable) frames per second. All deliverables must contain active frames ONLY i.e. Cut to Cut - NO clock, end frame hold or black frames at start or end. The English and French material MUST be delivered to Deluxe 142 on the same day.

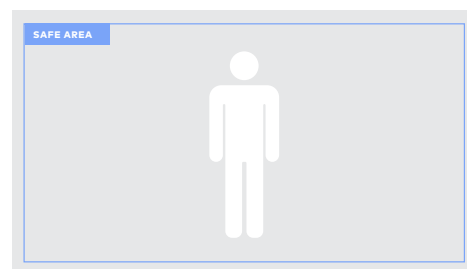
### PICTURE DELIVERABLES

Deluxe 142 accept source picture exported as ProRes 422HQ QuickTime\*. It is essential that all text is confined to the Title Safety Area, any supply that does not adhere to this will be rejected or the picture will be re-fit which may result in your picture not appearing as intended on screen. A guide to fit text accurately can be provided. Please ensure all spelling, legals and logos are supplied accurately prior to delivery, revisions will incur additional charges and may affect deadlines.

#### \*HD QUICKTIME EXPORT SETTINGS

ProRes 422HQ, Progressive frame rate, 23.98/24. Rec709, Head Range. It is preferred that the audio will be included as part of the ProRes with audio routed as per the SMPTE audio channel routing as seen on page 3. Audio must conform to SAWA regulations, also seen on Page 3.

#### 2K OR 4K ASPECT RATIO REQUIRED FOR DELIVERY TO CINEPLEX.



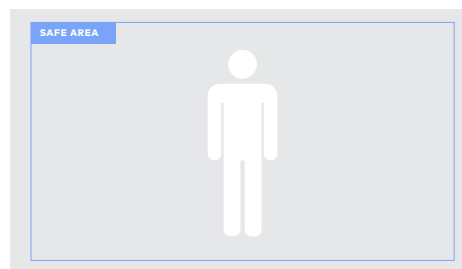
2K FLAT 1:85:1 (1998 X 1080) OR 4K FLAT (3996 X 2160)

##### Title safety area guide for 2K 1:85 Flat picture

Title safety Zone 1798 x 972px  
Whole picture 1998 x 1080px

##### Title safety area guide for 4K 1:85 Flat picture

Title safety Zone 3596 x 1944px  
Whole picture 3996 x 2160px



HD 16X9 (1920 X 1080) OR 4K (4096 X 2160)

##### Title safety area guide for 2K 16x9 HD picture

Title safety Zone 1728 x 972px  
Whole picture 1920 x 1080px

##### Title safety area guide for 4K 1:85 Flat picture

Title safety Zone 3686 x 1944px  
Whole picture 4096 x 2160px

### AUDIO DELIVERABLES

Audio can be delivered as either part of the QuickTime or as separate WAV files. All incoming audio will be checked and if necessary conformed by Deluxe 142. The volume must adhere to SAWA legal specifications with an upper level limit maximum set at  $L_{eqm}82$ , if the levels do not conform to SAWA specifications a new export will be conducted by Deluxe 142. All audio must be routed as per SMPTE routing specifications as seen below. We are unable to accept stems and reserve the right to request a resupply if required.

#### WAV SPECIFICATIONS

If audio is supplied separately from the source picture ProRes, we require 24bit PCM Uncompressed Wavs, Sample rate 48khz. These can be delivered as Mono or Stereo paired Wavs as per the SMPTE audio routing layout as seen on Page 3.

## SMPTE AUDIO ROUTING SPECIFICATIONS

### STEREO AUDIO ROUTING & 5.1 AUDIO WAV ROUTING

#### STEREO AUDIO (MONO LAYOUT)

Track 1 - Left  
Track 2 - Right

#### STEREO AUDIO (STEREO PAIRED LAYOUT)

Track 1 & 2 - Left & Right

#### 5.1 AUDIO (MONO LAYOUT)

Track 1 - Left  
Track 2 - Right  
Track 3 - Centre  
Track 4 - Lfe  
Track 5 - Ls (Left Surround)  
Track 6 - Rs (Right Surround)

#### STEREO PAIRED LAYOUT FOR 5.1

1 & 2 - Left & Right  
3 & 4 - Centre & Sub  
5 & 6 - Left & Right Surround

## ASSET NAMING

All Picture and Audio assets must be exported at a working framerate of 23.98 or 24 (preferable) frames per second. All deliverables must contain active frames ONLY i.e. Cut to Cut - NO clock, end frame hold or black frames at start or end.

**Brand&SpotName\_ProRes422HQ\_Ratio\_AudioProfile\_Language\_Facility\_DateOfCreation**

### ACCEPTED NAMING EXAMPLES

**BankNameGetAMortgage\_ProRes422HQ\_Flat\_51\_EN\_PostHouse\_20211029**

**DietColaThirsty\_ProRes422HQ\_1998x1080\_20\_FR-CA\_Deluxe142\_20211029**

**NewSUV2022SUV\_ProRes422HQ\_Scope\_MOS\_ENG\_EditHouse\_20211029**

**CineplexWatchThisMovie\_ProRes422HQ\_16x9\_51\_FrenchCan\_Deluxe142\_20211029**

**NewRadioStationTheGroove\_ProRes422HQ\_4096x2160\_51\_EN\_Deluxe142\_20221029**

\*MOS STANDS FOR MUTE OF SOUND, EG THERE IS NO AUDIO EMBEDDED IF AUDIO WILL BE SUPPLIED SEPARATELY AS WAVS.  
ALSO ACCEPTABLE IS 00 TO REPRESENT MOS DELIVERIES IN THE AUDIO PROFILE NAMING.

## DELIVERY INFORMATION

A secure Dropbox link will be provided to deliver your creative.

### IMPORTANT

Please ensure you have a copy of your Source Material that is securely stored and easily accessible in the event re-upload is required.

## SCHEDULING

When DCP Production completes, Scheduling team requires "+1 full business day" to digitally schedule for airplay.

**FOR MORE INFORMATION PLEASE CONTACT OUR TEAM AT  
SHOWTIMEDCPPRODUCTION@CINEPLEX.COM**

CINEPLEX & DELUXE 142 ADHERE TO SAWA GLOBAL CINEMA ADVERTISING ASSOCIATION STANDARDS

**[HTTPS://WWW.SAWA.COM](https://www.sawa.com)**

Please ensure you are following the most up-to-date specifications. This document was last modified on **February 4, 2022.**