

SHOPPING NETWORK

# CADILLAC FAIRVIEW

## LARGE FORMAT VIDEO WALL SPECIFICATIONS

UPDATED ON MAY 8, 2026



**Please take note:** Final creative is due 8 business days prior to start date. If Cineplex creative services are required working files are due 12 business days prior to start date.

The following document contains production and delivery specs for Large Format Video Wall client creative contracted to appear in Cadillac Fairview Shopping Centres.

# CADILLAC FAIRVIEW

## LARGE FORMAT SUMMARY



| Location Name           | Digital Asset                                    | Width (Pixels) | Height (Pixels) | Orientation | NOTES  |
|-------------------------|--|----------------|-----------------|-------------|--|
| CF Carrefour Laval      | CF Carrefour Laval - Centre Court Screen         | 1392           | 384             | Landscape   |  |
|                         | CF Carrefour Laval - Garden Screen               | 1392           | 720             | Landscape   |  |
| CF Chinook Centre       | CF Chinook Centre - Upper                        | 3504           | 240             | Landscape   |  |
|                         | CF Chinook Centre - Lower                        | 3360           | 240             | Landscape   |  |
| CF Fairview Mall        | CF Fairview Mall - West/Elevator Back            | 390            | 1080            | Portrait    |  |
|                         | CF Fairview Mall - East/Elevator Front           | 960            | 1080            | Portrait    |  |
| CF Markville            | CF Markville - East/Food Court                   | 336            | 816             | Portrait    |  |
|                         | CF Markville - South/Elevator                    | 432            | 816             | Portrait    |  |
|                         | CF Markville - Bulkhead Banner                   | 816            | 204             | Landscape   |  |
| CF Pacific Centre       | CF Pacific Centre - Escalator Bulkhead           | 2880           | 720             | Landscape   |  |
|                         | CF Pacific Centre - Escalator Robson Street      | 3840           | 2430            | Landscape   |  |
|                         | CF Pacific Centre - Canada Line                  | 2560           | 1440            | Landscape   |  |
| CF Rideau               | CF Rideau - Level 3                              | 1200           | 336             | Landscape   |  |
|                         | CF Rideau - Level 1                              | 1020           | 204             | Landscape   |  |
| CF Sherway              | CF Sherway - Tumi                                | 1296           | 768             | Landscape   |  |
|                         | CF Sherway - Centre Screen                       | 1296           | 480             | Landscape   |  |
| CF Toronto Eaton Centre | CF Toronto Eaton Centre - Service Desk           | 1496           | 340             | Landscape   |  |
|                         | CF Toronto Eaton Centre - Sportcheck             | 1632           | 816             | Landscape   |  |
|                         | CF Toronto Eaton Centre - Central Elevator Left  | 1440           | 675             | Landscape   | See <b>INDEX A</b> for text safety information |
|                         | CF Toronto Eaton Centre - Central Elevator Right | 1440           | 675             | Landscape   | See <b>INDEX A</b> for text safety information |
|                         | CF Toronto Eaton Centre - South Elevator         | 1920           | 480             | Landscape   | See <b>INDEX A</b> for text safety information |
|                         | CF Toronto Eaton Centre - Atrium                 | 3520           | 1980            | Landscape   |  |

**FOR EACH LOCATION BOOKED ALL CORRESPONDING DIGITAL ASSET SIZES ARE REQUIRED.**

SEE PAGE 4 AND INDEXES WHERE NOTED FOR ADDITIONAL INFORMATION.

# FINAL OUTPUT AND DELIVERY

## TECHNICAL SPECIFICATIONS



### MOTION/VIDEO SPECS

| Content Resolution | Pixel Geometry             | Colour Mode | Text               |
|--------------------|----------------------------|-------------|--------------------|
| Max 72 DPI         | Square (1:1)               | RGB         | 50+ pt recommended |
| Frame Rate         | Encoding                   | Bitrate     | Audio              |
| 30 FPS             | MPEG 4 (.H264, 2-PASS VBR) | 8 Mbit/sec  | N/A                |

### STATIC IMAGE SPECS

| Content Resolution | Text               |
|--------------------|--------------------|
| Max 72 DPI         | 50+ pt recommended |
| Colour Mode        | Format             |
| RGB                | .JPG/.PNG          |

## DELIVERY INFORMATION

Final creative is due **8 business days** prior to start date. For creative being produced by Cineplex Media, creative elements are due **12 business days** 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 [ShoppingConcourse@cineplex.com](mailto:ShoppingConcourse@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 video or audio quality.

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

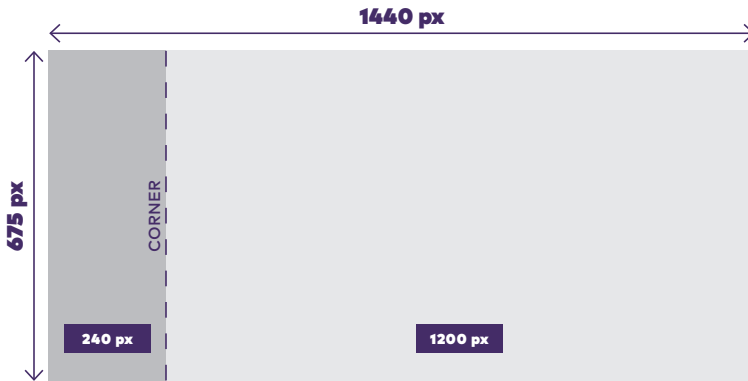
**ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.**

**FOR MORE INFORMATION, PLEASE CONTACT OUR TEAM AT**  
**[SHOPPINGCONCOURSE@CINEPLEX.COM](mailto:SHOPPINGCONCOURSE@CINEPLEX.COM)**

Please ensure you are following the most up-to-date specifications. This document was last modified on **May 8, 2026**.

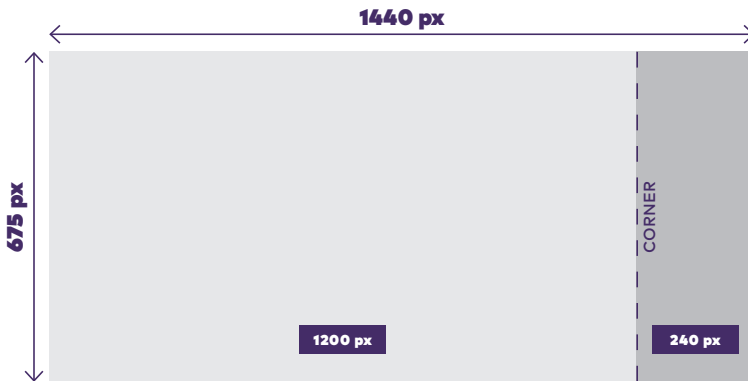
### CENTRAL ELEVATOR LEFT

Left side (240px) wraps 90 degrees around the side.



### CENTRAL ELEVATOR RIGHT

Right side (240px) wraps 90 degrees around the side.



### SOUTH ELEVATOR

Left side (174.5px) wraps 90 degrees around the side.

