

SHOPPING NETWORK

CADILLAC FAIRVIEW

LARGE FORMAT VIDEO WALL SPECIFICATIONS

UPDATED ON JULY 22, 2025



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 - Godiva	1392	384	Landscape	
	CF Carrefour Laval - Le Chateau	1392	720	Landscape	
CF Chinook Centre	CF Chinook Centre - Lower	3504	240	Landscape	
	CF Chinook Centre - Upper	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 Fairview Mall - Exterior Screen	330	180	Landscape	
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	2113	576	Landscape	
	CF Pacific Centre - Nordstrom	1728	960	Landscape	
	CF Pacific Centre - Canada Line	2560	1440	Landscape	
CF Rideau	CF- Rideau - Tiffany	1200	336	Landscape	
	CF Rideau - Court	1020	204	Landscape	
CF Sherway	CF Sherway - Tumi	1296	768	Landscape	
	CF- Sherway - Reiss	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 INDEX A for text safety information
	CF Toronto Eaton Centre - Central Elevator Right	1440	675	Landscape	See INDEX A for text safety information
	CF Toronto Eaton Centre - South Elevator	1920	480	Landscape	See INDEX A for text safety information
	CF Toronto Eaton Centre - Bay & Dundas Exterior	504	324	Landscape	

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

SEE PAGE 4 AND INDEXES WHERE NOTED FOR ADDITIONAL INFORMATION.

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.

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.

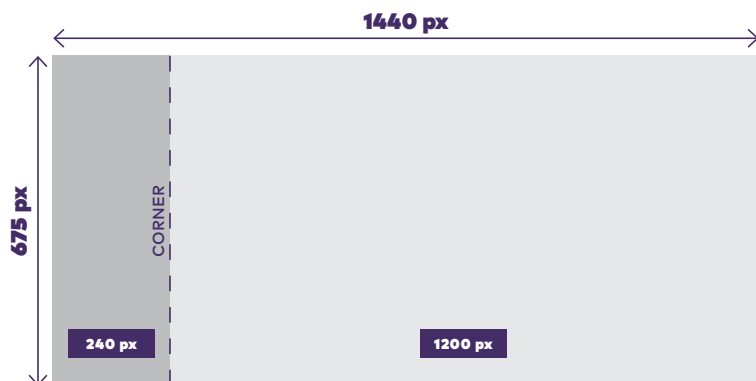
ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.

FOR MORE INFORMATION, PLEASE CONTACT OUR TEAM AT
SHOPPINGCONCOURSE@CINEPLEX.COM

Please ensure you are following the most up-to-date specifications. This document was last modified on **July 22, 2025**.

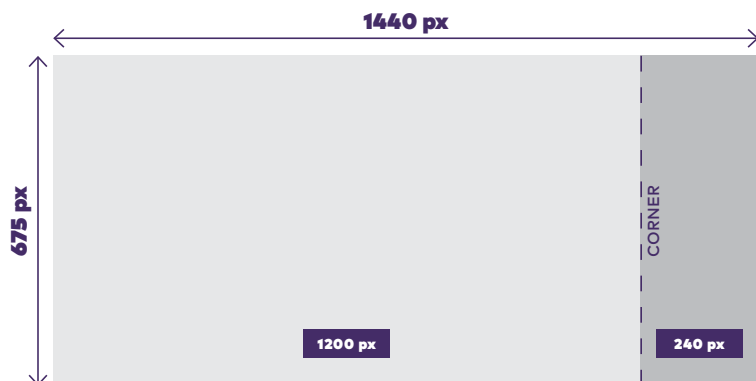
CENTRAL ELEVATOR LEFT

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.

