

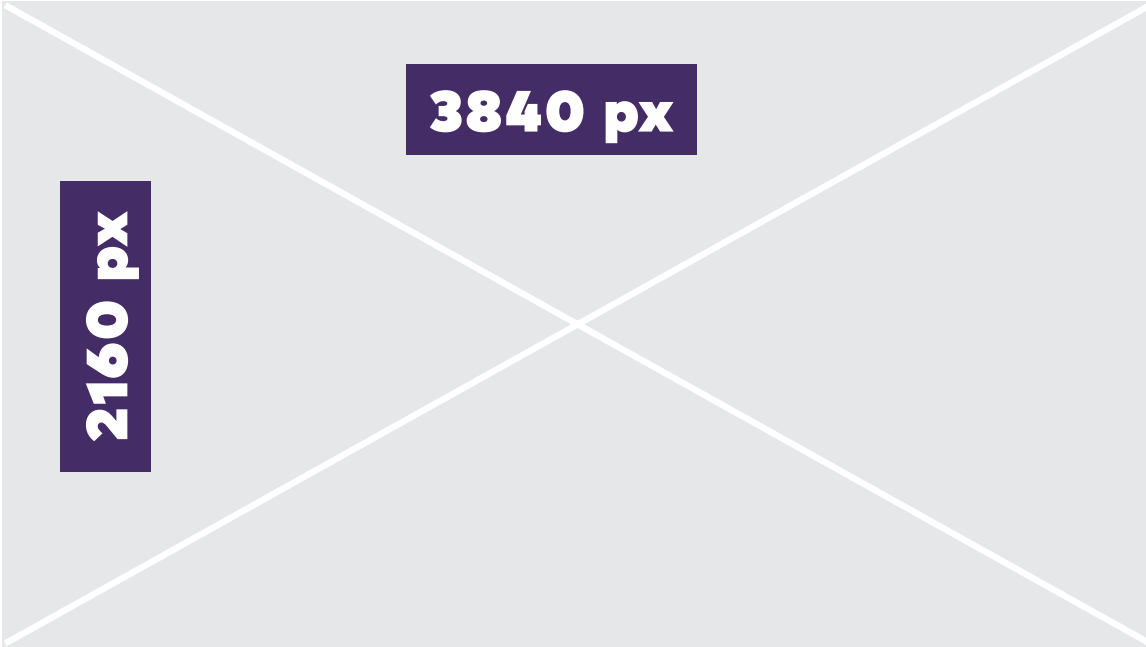
SCOTIA PLAZA

DIGITAL SIGNAGE SPECIFICATIONS

UPDATED ON JUNE 24, 2024



The following document contains production and delivery specifications for Digital Signage media content contracted to appear at Scotia Plaza.



MOTION/VIDEO SPECS

Content Resolution	Aspect Ratio	Pixel Geometry	Text
3840 px x 2160 px	16:9	Square (1:1)	50+ pt recommended
Frame Rate	Encoding	Bitrate	Audio
29.97 (Progressive)	MPEG 4 (.H264, 2-PASS VBR)	8 Mbit/sec	N/A

STATIC IMAGE SPECS

Content Resolution	
3840 px x 2160 px	
Text	Format
50+ pt text recommended	.JPG/.PNG

DELIVERY INFORMATION

Final creative is due **5 business days (1 week)** prior to start date. For creative being produced by Cineplex Media, creative elements are due **10 business days (2 weeks)** 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, 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 **June 24, 2024**.