



UPDATED October 27, 2009

**SPECS & FTP INFO FROM CINEPLEX MEDIA for the
DVD STANDARD DEF (SD) PRE SHOW (16 x 9 aspect ratio)
For Empire Theatres**

The following document contains production specs for spots scheduled to appear in the **DVD (SD) pre show** for Empire Theatres. Note: Client creative will be sent to our supplier, MIJO in Toronto for processing.

All advertising must be consistent with the Cineplex Media Advertising Policy which may be found at www.cineplexmedia.com.

Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions.

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.

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.

**For production spec questions, contact:
Sheila Gregory at 416-539-8800 ext. 228**

Thank you for your business!

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GENERAL TIPS

We recommend that designers do not use red or blue at the following RGB levels: 240-255. Instead, select a red or blue hue lower than 240 on the RGB scale. This will reduce visual noise or colour fluttering that may occur on-screen if these colours are used at their most intense level.

Bright punchy colours always look great on screen. We recommend you always use the largest font possible in your spot for best effects. (Min. 16-18 pt font size recommended)

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 insure that all appropriate copyright clearances/rights, etc. for any audio sent to Cineplex Media -or our supplier- have been attained prior to our acceptance of the material.

ASPECT RATIO NOTES (applies to STANDARD DEF [SD] Static, Animated or Digital Motion files):

All content in the Empire pre – show is displayed within an aspect ratio of 16:9 (1.78:1). In order to insure that all text is displayed on the screen, please remember that your text and relevant graphics should be placed within the “text-safe area”. **(Text safe area is: 690 pixels x 390 pixels)**. If content is outside of this area, it may not be seen when projected. Files submitted with aspect ratios other than 16x9 format for the pre show, (example: 1.33:1 or 1.85:1 aspect ratio) **will be pillarboxed for presentation on screen**. To avoid pillarboxing, please provide artwork to fit our specs, listed below by creative deadline.

STATIC /STILL SLIDES – (SD) PRE SHOW

--The safest and least problematic method of producing a slide is to provide your creative as a JPG format for ease of distribution.

-All artwork must be created in RGB (not CMYK).

-Convert all grayscale images, line art and duotones to RGB.

Standard Definition (SD) Image resolution should be 864 pixels by 486 pixels @ 72 DPI - with a type- safe area of 690 x 390 pixels at a resolution of 72 DPI.

Please check your artwork to ensure your type and important graphics are within the type-safe area, *before forwarding* final creative. If content is outside of this area, it may not be seen when projected.

| DESCRIPTION | SPECIFICATION / (SD) STATIC SLIDES |
|---|---|
| Content Resolution (Standard Definition) | 864 X 486 (width x height) |
| Pixel Geometry | Square 1:1 |
| Aspect Ratio | 16:9 (1.78:1) |
| Color Mode | 24-bit RGB |
| Minimum Font Size | 16 Pt. (for most fonts) |
| Transition | None |
| TEXT SAFE AREA | 690 pixels x 390 pixels |
| Compression | None |

Delivery of static slide files (without audio) can be done through email to:

Sheila.Gregory@cinplex.com by deadline date, as static slide files are very small.

AUDIO GUIDELINES / Static slides & animated files: If you would like to incorporate audio with your static spot – please make note of the following: The length of the audio spot has to be the same as the visual spot on screen. We can't have, for example, a 20-second audio spot with two 10-second static slides. The audio spot must be delivered at the same time as the visual component of your spot is delivered to our supplier, MIJO. Please insure you have attained rights to the music /audio component of your spot, as outlined in “General Tips” on page one of this document.

All digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -5 digital. Audio files are to be uncompressed 48khz, 16 bit stereo in WAV or AIFF format.

Compressed audio files (such as MP3, MP4) are NOT acceptable.

DIGITAL MOTION FILES 16 x 9 (SD) – WITH AUDIO

Digital Motion Programs can be delivered in any of the following formats:

1. SD Tape formats: Digital Betacam, Betacam SP, IMX, SX
3. Mini DV, DV Cam 25.
4. JPEG 2000 or Motion JPEG Compressed Quicktime.

PLEASE ENSURE THE COMPRESSION SETTING IN TABLE READS “JPEG 2000 or Motion JPEG at 100% quality

| <i>DESCRIPTION</i> | <i>SPECIFICATION / EMPIRE DIGITAL MOTION FILES (16 x 9)</i> |
|--|---|
| <i>Content Resolution -Standard Definition</i> | 864 X 486 (width x height) |
| <i>Pixel Geometry</i> | Square 1:1 |
| <i>Aspect Ratio</i> | 16:9 (1.78:1) |
| <i>Color Mode</i> | 24-bit RGB |
| <i>Audio</i> | 48khz 16bit Stereo |
| <i>Frame Rate</i> | 29.97 fps |
| TEXT SAFE AREA | 690 pixels x 390 pixels |
| <i>Compression</i> | JPEG 2000 or Motion JPEG at 100% quality |

Video clips must be created in a Standard Definition 16 x 9 aspect ratio (864 x 486) with a safe area of 690 x 390) pixels.

- All video clips must be delivered in the NTSC format.
- All video specifications must meet SMPTE standards and all digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -5 digital. Audio specifications for final movies are uncompressed 48khz, 16 bit stereo.

Please carefully review the “ASPECT RATIO NOTES” outlined on page two before submitting your creative.

DIGITAL ANIMATED FILES – (SD) PRE-SHOW

If you would like to incorporate audio with your spot – **please refer to the Audio guidelines listed on page three of this document for full instructions.**

Final clips must be either delivered as a digital video master meeting the specifications for video clips or, delivered in JPEG 2000 or Motion JPEG Compressed QuickTime on CD, Data DVD –ROM (not DVD Video Disk) or via FTP.

- All vector based animation (Macromedia Flash) **must** be converted to a pixel-based movie file before delivery and should be delivered as a QuickTime movie.
- Adobe Premiere can be used to convert your QuickTime Flash file to a pixel-based movie file

If you are unsure if the file is correct, check your file size, as this is the most obvious giveaway. If your file is under 10 megs, then it is not correct. Generally, the file size of a JPEG 2000 or Motion JPEG QuickTime animation can be between 50 to 250 megs in size, depending on the length.

To check that your vector based animation is set to spec *before you send*, open it first in QuickTime.

Next, under the **Movie Info menu**, your Format must read, JPEG 2000 or Motion JPEG Compressed QuickTime * 864 x 486, Millions**. The Normal Size must read: 864 x 486. The **Normal Size** must read: 864 x 486.

*(this means that the file your file has been saved as a JPEG 2000 or Motion JPEG Compressed QuickTime file, which is what we require!!)

** (re: Colour should say *Millions* (not thousands or 256)

Steps to correctly export your animated file out of Macromedia Flash:

In Macromedia Flash, under the file menu, choose *Export Movie*.

A window will pop up on the middle of your screen asking you to name your file (please also review our naming convention rules on next page), and to select a format.

Under format, choose *QuickTime Video*. Then save.

After you have saved your file as QuickTime Video, a new window will pop up titled: *Export QuickTime*.

In the Export QuickTime window your settings must read:

Dimensions: 864 x 486 pixels

Please carefully review the “ASPECT RATIO NOTES” outlined on page two before submitting your creative.

Make sure that the “maintain aspect ratio” has an X in the box

Format: select 24 Bit color (this assures millions of colours)

Compressor: JPEG 2000 or Motion JPEG

Quality: (move slider all the way to the right hand of the scale, insuring that the quality of your file is the highest possible)

Click *Ok*, to export your file to the destination you have selected.

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DELIVERY OF YOUR CREATIVE

IMPORTANT

**ALL INCOMING CREATIVE MUST COMPLY WITH THESE NAMING CONVENTION RULES –
please read and name your spots accordingly:
Label as follows: (Client Name)-(Spot Name)-(Duration and Language)-(Month spot is to begin
airing).(file format)
(i.e.: Lexus-Iceboat-30-ENG-Dec.mov)
*If you are sending a hard copy of your spot – please *also* insure that you label the spot
“FOR CINEPLEX DIGITAL PRE SHOW - EMPIRE”**

**Please see below – for delivery information of your creative material. Note labeling
/naming convention instructions (above). Please also insure that your creative arrives
by the deadline date assigned by your sales rep at Cineplex Media.**

***If you intend to ship a hard copy of your creative, please correctly pre-label the
material as per instructions above and ship to:**

**MIJO,
635 Queen St. East, Toronto, Ont., M4M 1G4
Attn: AMANDA CHAMPION – Production coordinator 416-964-7539
Amanda.Champion@mijo.com or Olivia.Shin@mijo.com**

FOR ELECTRONIC / FTP SUBMISSION:

**When submitting content, you must adhere to the naming convention for your spot
listed at the top of this page. Failure to follow this naming convention may result in
delays in the spot’s start date.**

Copy and paste the link below into your internet browser, once opened you should
be able to upload your file into this website:

<http://www.mijo.com/DPS>
username: cineplexincoming
password: cininc1152

**Once your file is completely uploaded, please send an e-mail to
DPS@mijo.com and cc: Sheila Gregory sheila.gregory@cineplex.com
Your email should note particulars of your creative delivery, including file name.**

**If you have any problems accessing the FTP server, please contact
Amanda Champion or Olivia Shin from MIJO (see contact information, above.)**

PRIVACY NOTICE – Although MIJO 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 downloaded by anyone except for MIJO. If you are concerned about privacy issues, your safest bet would be to provide your material in hard copy format to MIJO 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 insure that all appropriate copyright clearances/rights, etc. for any audio sent to Cineplex Media -or our supplier- have been attained prior to our acceptance of the material.

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