



Updated Oct 27, 2009

**DIGITAL ANIMATED SLIDE PRODUCTION SPECS
for CINEPLEX ENTERTAINMENT'S HD PRE SHOW**

The following document contains production specs for digitally animated, contracted client creative, scheduled to appear in Cineplex Entertainment's HD pre show. Note: Client creative will be sent to our supplier, MIJO in Toronto for processing.

Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions. All advertising must be consistent with the Cineplex Media Advertising Policy which may be found at www.cineplexmedia.com.

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 either
Debi Kingston (416) 539-8800 ext. 259
or **Charlene Ham** (416) 539-8800 ext 247

Thank you for your business!

DIGITAL **ANIMATED** SLIDE PRODUCTION SPECS for CINEPLEX ENTERTAINMENT's HD PRE SHOW

Files should be created and submitted to MIJO (see "Delivery of your creative" on following pages) as a JPEG 2000 or Motion JPEG Quicktime at 100% quality. When burning your files to CD or DVD, please do not burn as a Mac disk as this allows for illegal characters. Use either an ISO-9660 or Joliet disk.

For content created / animated by MIJO

On average, 2 weeks are required to approve, create and distribute an animated commercial. Please ensure that all deadlines and production specs are met. No spare time has been factored in for creative extensions. Therefore, the producer should contact all suppliers well in advance to ensure elements, quotes and approvals can be obtained on schedule. Animated spots are subject to individual quotes and conditions, based on materials supplied.

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

Please adhere to the following specifications:

Content

<i>DESCRIPTION</i>	<i>SPECIFICATION</i>
<i>Content Resolution</i>	1280x720 (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
TEXT SAFE AREA	1152 pixels x 648 pixels
<i>Audio</i>	48khz 16bit Stereo
<i>Frame Rate</i>	29.97
<i>Compression</i>	JPEG 2000 or Motion JPEG at 100% quality

Any production content changes i.e. sound or picture can be accommodated but will be quoted separately by MIJO. Contact Amanda Champion from MIJO at 416-964-7539 if you have any questions regarding costs for content changes.

Video Layout (HD)

The High Definition format that our system targets is 720p (1280x720), 29.97 fps, the aspect ratio for this format is 1.78 (16x9).

In order to make sure that all text is displayed on the screen, please remember that all video displays have some over scan, and that the text and all relevant graphics must be placed within the “viewable safe area”, approximately 90% of the width and height of the frame. If content is outside of this area, it may not be seen when projected.

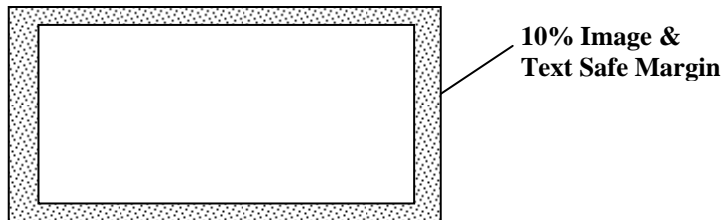
GENERAL SPECIFICATIONS & DESIGN CONSIDERATIONS:

Aspect Ratio

All content is displayed within an aspect ratio of 16x9. Any other aspect ratio (e.g., 4x3) will be re-formatted to 16x9 (surcharge may apply). If possible, avoid aspect ratios other than specified.

Text

Please adhere to the Text safe Margin.



Audio

When Audio and Video need to be strongly synchronized, they must be prepared as one media Stream. This ensures that lip-sync, voiceovers, and general A/V timing are correct.

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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)

(ie: 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”

Please see below for delivery information for your creative material. Note labeling /naming convention instructions (above). Please also ensure 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

and cc: 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 noting the particulars of your creative delivery to DPS@mijo.com

and cc: Charlene.Ham@cineplex.com and Debi.Kingston@cineplex.com

(Send your email notice of file upload to both staff members at Cineplex Media.)

Your email should note particulars of your creative delivery, including file name.

If you have any problems accessing the server, please contact Amanda Champion or Olivia Shin at 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.

Thank you for your business!