



Updated Oct 27, 2009

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

The following document contains production specs for digital still 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. 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 either
Debi Kingston (416) 539-8800 ext. 259
or Charlene Ham (416) 539-8800 ext 247**

Thank you for your business!

**PRODUCTION GUIDELINES FOR DIGITAL STILL SLIDES for
CINEPLEX ENTERTAINMENT’S HD PRE SHOW**

Files may be submitted in any of these formats: PSD, TIFF, BMP or high quality JPEG. Uncompressed formats are preferred (see “Delivery Of Your Creative” on following pages).

- All artwork must be created in RGB (not CMYK).
- Convert all greyscale images, line art and duotones to RGB.

Image resolution should be 1280 pixels by 720 pixels @ 72 DPI - with a type-safe area of 1152 pixels by 648 pixels at a resolution of 72 DPI.

Please check your artwork to insure 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.

For content created / animated by MIJO

On average, 2 weeks are required to approve, create and distribute a static spot. 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. Static spots are subject to individual quotes and conditions, based on materials supplied.

<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)
TEXT SAFE AREA	1152 pixels x 648 pixels
<i>Color Mode</i>	24-bit RGB
<i>Minimum Font Size</i>	16 Pt. (for most fonts)
<i>Transition</i>	None
<i>Compression</i>	None

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.

Aspect Ratio

All content is displayed within an aspect ratio of 16:9. 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.

Pixel Resolution

Content that does not adhere to the pixel resolution specification will need to be re-sized. Resizing content will lower the quality of the images. Resizing text smaller will blur it and make it unreadable.

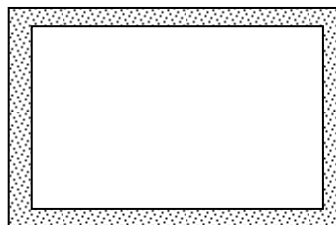
GENERAL TIPS

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)

TEXT TIPS

- Render text at the display resolution
- Use non-serif text, with minimal anti-aliasing
- Use a high contrast between the text and background color
- Use a minimum font size of 16 pt (For most fonts)



**10% Image
Safe Margin**

AUDIO: 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 to our supplier, MIJO. Please insure you have attained rights to the music /audio component of your spot.

All digital audio must be two channel and 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.

Updated Oct 27, 2009
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 instructions for your creative material. Note labeling /naming convention instructions above. Please also insure that your creative arrives by the deadline date assigned by your Cineplex Media sales rep.

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

MIJO

635 Queen St. East, Toronto, Ont., M4M 1G4

Attn: AMANDA CHAMPION – Production co-ordinator 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 FTP 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!