



Contained herein, are details of the requirements for client material booked to appear on Cineplex.com's website. For further information, please consult Michael Van Zon from our Cineplex Media office:

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SEE NEXT PAGE FOR SUPPORTED CINEPLEX.COM AD UNIT SIZES AND SPEC REQUIREMENTS.

GENERAL GUIDELINES: Cineplex.com conforms to IAB CUAP 2.0 Advertising Standards. All ad units shall clearly display the company name or identifiable logo in their creative. The creative or message in the ad unit must correspond to the landing page. Ad units must not download or appear to download and install programs or plugins. Ad units cannot contain or attempt to solicit personal information from the user. Ad units must not contain available by quotation from your Cineplex Media sales rep. All ads must be supported by I.E. 5.5 or higher. Due to their inherent configurability by the end-user, Cineplex Media cannot guarantee full ad support for Mozilla and Mac browsers. No more than two top layer ads on the same site at any time.

FLASH SPECIFICATIONS: Cineplex.com supports Flash 5 .swf files or higher. Maximum frame rate is 30 fps (excluding video content). Use the clickTAG command in the GetURL action for the banner's button. Please note case sensitivity of the clickTAG command as this will help ensure proper functioning of Flash ad creative on Cineplex.com.

For example:

```
on (release) {  
    if (clickTAG.substr(0, 5) == "http:") {  
        getURL(clickTAG, "_blank");  
    }  
}
```

Please have creative assets sent to Uma Islow coupled with supplemental .gif images so as to ensure those who choose not to view Flash content still are exposed to the campaign.

IAB Canada: CUAP Summary Document FINAL, Updated July 18, 2008



Definitions

Standard creative = gif, jpg, or standard Flash 40k (or under)

Rich Media creative = Any of: Expandable, Floating (OTP),

Flash creative over 40k, with "polite" download

Ad Creative Due Dates

Standard creative must be submitted to Publisher 3 days prior to live date

Rich Media, Video creative should be sent to Publisher at least 5 days prior to live date.

NOTE: If Advertiser or Agency is using a 3rd Party Vendor to serve creative, it is recommended that creative be submitted to Vendor 10 days prior to live date.

| CUAP Format | In-Unit (In-Page) Ads | | Expandable Ads | | | Floating (Over-The-Page (OTP)) Ads | |
|---|-----------------------|---|---|-----------------------|--|--|--|
| | Standard | Rich Media | Rich Media | | | Rich Media | |
| | File Size | File Size | File Size | Expanded Size (Down) | Expanded Size (Left) | File Size | Floating Size |
| Leaderboard (728x90) Big box (300x250) Skyscraper (160x600) | 40k | 40k initial load, 2.2mb progressive load*1 | 40k initial load, 2.2mb progressive load*1 | 728x360 n/a n/a | n/a 600x250 320x600 | 80k initial load, 2.2mb progressive load*1 | Check Ad Features By Publisher Database*2 for Publisher-specific ad size restrictions. |
| Functionality | Animation | *Up to 30 seconds automatic. Unlimited during interaction. | * Up to 30 seconds automatic. Unlimited during interaction. * Expandable only on user interaction. - If Expanding on roll-over, retract on roll-off. - If Expanding on click, retract by using 'Close X' box. * 'Close X' button top right, Arial 12pt(in Word) or 16pt(in Photoshop/Flash). | | | * Up to 10 seconds floating component. Unlimited during interaction. * 'Close X' button top right, Arial 12pt(in Word) or 16pt(in Photoshop/Flash). | |
| | Audio | User-initiated on click only. If using audio a functioning on/off button is required. Volume control is optional. | | | | | |
| | Flash | Maximum 30 frames/second, up to and including Flash 8.0. (NOTE: Backup .gif or .jpg required with all Flash creative) | | | | | |
| | General | * Call to action ("roll-over to expand" or "click to expand") recommended, so that the user understands ad functionality. | | | * Floating (OTP) units are available with/without companion ads *2 * Floating component should be frequency capped *2 Check Ad Features By Publisher Database | | |

In-Stream Video Ads (Can run before, during or after publisher video content. Also referred to as "pre-roll" video advertising)

| Length/Durartion | Aspect Ratio | Raw file size | Supporting Ad | Audio | Accepted Codecs | Container | Functionality |
|--|---------------|----------------|-----------------------|------------------------|------------------------------|------------------|----------------|
| Up to 15 seconds*2 Up to 30 seconds*2 | 16:9 or 4:3*2 | Minimum 2 Mbps | Varies by publisher*2 | May play automatically | MPEG2, WMV, H.264/AAC, MPEG4 | .mov, .avi, .wmv | Maximum 30 fps |

*1 - Larger progressive file size available (up to 4.4 mb), but must be arranged with Rich Media vendor in advance. NOTE: All 3rd Party Vendor and polite download costs are paid by Advertiser.

*2 - Please see **Ad Features By Publisher Database** for details

*3 - IAB Canada CUAP does **NOT** support any of the following:

- * Pop-up or Pop-under ads
- * Ads with audio on. Except for Video ads in a Video Channel, ALL audio must be initiated by the user, on click.
- * Pre-expanded ads

Universal ClickTAG Info/Code:

<http://www.iabcanada.com/clicktag/>

NEW! Creative Naming Convention:

language_size_client_campaign_typeversion01,02,03etc.

Creative Example: en_300x250_gm_cadillac_c01.swf

Ad Tag Example: en_300x250_gm_cadillac_t01.txt

TypeVersion

c01 or t01 at the end of each ad stands for 'creative version one' or 'tag version one'.

If creative is revised and resent to Publishers, then the version should be changed to c02, c03 etc., or t02 (for ad operations only), so that the latest version of ad creative can be identified easily.

Date Stamp

When creative has been received by Publisher ad operations, a date stamp will be added

to the end of the creative as follows:

language_size_client_campaign_c01_yearmonthday

Date Stamp Example: en_300x250_gm_cadillac_c01_081204.swf