



CINEPLEX MEDIA

FULL MOTION SHOW (35MM) SPECS & CREATIVE DELIVERY INFORMATION

THE FOLLOWING DOCUMENT CONTAINS PRODUCTION AND DELIVERY SPECS FOR FULL MOTION (35MM) CREATIVE CONTRACTED TO APPEAR IN THEATRES BY CINEPLEX MEDIA. FOR SPECS COVERING DCINEMA/JPEG 2000, PLEASE SEE OUR SPEC SHEET ENTITLED: DCINEMA/JPEG 2000 MASTERS AT WWW.CINEPLEXMEDIA.COM
PLEASE FORWARD THIS 4-PAGE SPEC DOCUMENT TO THE POSTPRODUCTION HOUSE PRODUCING THE ELEMENTS FOR 35MM

ALL ELEMENTS IN ENGLISH AND FRENCH MUST BE IN FULL FRAME CINEMATIC ASPECT RATIO **FLAT (1:85:1)** AND **SCOPE (2:35:1)**

DELIVERY REQUIREMENTS-ENGLISH

- 2 x 35mm Polyester base inter-negatives (Flat version)
- 2 x 35mm Polyester base inter-negatives (Scope version)
- 2 x 35mm Polyester base optical soundtracks*
- 1 Check print

NOTE: English spots :10 seconds long or less require 3 sets of negatives and 3 soundtracks.
National Campaigns also require 3 sets of negatives and 3 soundtracks.

DELIVERY REQUIREMENTS-FRENCH

- 1 x 35mm Polyester base inter-negative (Flat version)
- 1 x 35mm Polyester base inter-negative (Scope version)
- 1 x 35mm Polyester base optical soundtrack*
- 1 Check print

NOTE: French spots :10 seconds long or less require 2 sets of negatives and 2 soundtracks.
National Campaigns also require 2 sets of negatives and 2 soundtracks.

*Optical 35mm soundtracks, 35mm mixed stripe soundtrack

THE ADVERTISING SPOT WILL BE PLAYED IN ALL INSTANCES ON SR/SRD/SDDS. THE PRODUCER SHOULD CONTACT ALL SUPPLIERS WELL IN ADVANCE SO THAT QUOTES AND APPROVALS CAN BE OBTAINED IN A TIMELY FASHION. CREATIVE MATERIAL MASTERS ARE DUE 4 WEEKS PRIOR TO THE START OF THE CAMPAIGN FLIGHT IN THEATRES.

IMPORTANT – SOUND LEVEL RESTRICTIONS

Cineplex Entertainment requires a loudness level that does not exceed an average of 82dB on 35mm and JPEG 2000 sound elements. This standard is based on measurements by the Dolby LEQ Meter, which gives a numeric value to a loudness average over the length of a commercial. The sound level of 82dB is considered internationally to be the acceptable maximum level.



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DELIVERY INSTRUCTIONS – CREATIVE

ALL FULL MOTION CREATIVE WILL BE ASSIGNED A PURCHASE ORDER NUMBER BY CINEPLEX MEDIA.
TO OBTAIN YOUR PURCHASE ORDER NUMBER, PLEASE CONTACT CHERYLIN FOXON AT CINEPLEX MEDIA.
CHERYLIN CAN BE REACHED VIA EMAIL AT: CHERYLIN.FOXON@CINEPLEX.COM

ALL CREATIVE MUST BE SENT BY DEADLINE DATE TO OUR POSTPRODUCTION HOUSE. THE PACKING SLIP CAN BE FOUND ON THE NEXT PAGE. PLEASE ENSURE THAT IT IS COMPLETED IN FULL AND IS SHIPPED WITH THE MASTER ELEMENTS TO:

ATTN: Herman Lourenco
Deluxe Laboratories
350 Evans Avenue
Toronto, ON M8Z 1K5
Tel: **416-364-4321**
Herman.Lourenco@bydeluxe.com

LABELING INSTRUCTIONS: All creative sent to Deluxe Labs must be labeled with the client name, title, length of spot and language. Also indicate type of element enclosed (i.e. negatives Flat/ Scope, etc.) & flight date. Please also include the PO# supplied by Cineplex Media

LABEL EXAMPLE
ABC Company
“Toys in the Home” :60 sec
English - 2 x Flat & Scope inter-negatives
CPX-324 (assigned PO# from Cineplex Media)
Feb 14, 2009 (flight date)

TERMS AND CONDITIONS - FULL MOTION 35mm & DCinema/JPEG2000

→ Full Motion advertising is not permitted to run prior to certain distributors' films. Because of this, the total number of screens may actually be lower than stated. A 5% reduction to the total screen count must be applied to compensate for this.

→ Total chain count includes Cineplex Entertainment, Festival Cinemas, Fortune Cinemas, AdFilms, Quebec Independents, Empire Cinemas, Alliance Cinemas, AMC Theatres, Landmark Theatres and Cinemark (screen and chain count subject to change without notice)

→ Regional bookings are subject to pre-emption by national bookings.

→ Full material requirements, sound level restrictions and delivery instructions as well as the Cineplex Media rate card can be found at www.cineplexmedia.com and are incorporated herein.

→ Client (eg. Ad Agency) and Advertiser are jointly & severally liable for all content submitted, (i.e., text, representations, photographs, illustrations or graphics) and shall indemnify Cineplex for any liability resulting therefrom. Client and Advertiser each warrant that it has all rights necessary to direct publication of the material submitted and that such materials are in compliance with all applicable laws.

→ Materials are due a minimum of four (4) weeks prior to the start of the Full Motion campaign start date (see production specs or Cineplex Media rate card) or pursuant to separate written controlling agreement between the parties, if any, including specific dates detailed on this contract (the "Material Deadline"). Clients are asked to carefully review the Full Motion production schedule for creative deadlines. Full specs can be found at

www.cineplexmedia.com. Late materials may, in Cineplex's sole discretion, result in the cancellation of this contract.

→ If creative materials are late, Cineplex will not guarantee Client's original contracted start date and Client will not be eligible for any special credits or makegoods.

→ All advertising must be consistent with the Cineplex Media Advertising Policy which may be found at www.cineplexmedia.com and is incorporated herein. Nothing herein obligates Cineplex to display advertising that it deems, in its sole discretion, to be contrary to its business interests either before or after display. In which case, Cineplex shall advise Client in writing and may terminate this contract without further notice, obligation or compensation. Acceptability of all advertising is at the sole discretion of Cineplex. Advertising spots must be approved in advance of publication by

Cineplex. If creative is controversial, please ensure early review and submission for approvals.

→ Cancellation must be received by written notice within 60 days prior to the start of the campaign. Refunds will not be issued if the contract is cancelled after the 60-day notification period has passed.

→ Contracts that are category-exclusive are non-cancelable.

→ Full contract terms and conditions are available at www.cineplexmedia.com

If you have any questions, please consult your Cineplex Media sales rep for more information.

Thank you for your business!

FULL MOTION 35MM PACKING SLIP

Ship 35mm Master elements with this packing slip completed in full to:

ATTN: Herman Lourenco
Deluxe Laboratories
350 Evans Avenue
Toronto, ON M8Z 1K5
Tel: **416-364-4321**
Herman.Lourenco@bydeluxe.com

PLEASE CONFIRM WHICH ELEMENTS YOU ARE ENCLOSING

Client: _____ *Campaign Title: _____ P.O. # _____

Is this a National Campaign? _____ Not sure, please request confirmation from: cherylin.foxon@cineplex.com

ENGLISH ELEMENTS: Please check all that you are enclosing:

- 2 x 35mm Polyester base inter-negatives (Flat version)
- 2 x 35mm Polyester base inter-negatives (Scope version)
- 2 x 35mm Polyester base optical soundtracks
- 1 Check print

FRENCH ELEMENTS: Please check all that you are enclosing:

- 1 x 35mm Polyester base inter-negative (Flat version)
- 1 x 35mm Polyester base inter-negative (Scope version)
- 1 x 35mm Polyester base optical soundtrack
- 1 Check print

NOTE: English spots :10 seconds long or less require 3 sets of negatives and 3 soundtracks. National Campaigns also require 3 sets of negs and 3 soundtracks.

French spots :10 seconds long or less require 2 sets of negatives and 2 soundtracks. National Campaigns also require 2 sets of negs and 2 soundtracks.

Due Date (Minimum of 4 weeks before start date): _____

Contact Name: _____ Telephone: _____

Email: _____ Signature: _____

Each package of 35mm elements must arrive with the appropriate packing slip completed and firmly attached to the outside of the box.

*For multiple titles, please fill out the respective amount of packing slips and use appropriate P.O. number.

Thank you.

Please ensure all elements are labeled as followed:

LABEL EXAMPLE

ABC Company

"Toys in the Home" :60 sec

English - 2 x Flat & Scope inter-negatives

CPX-324 (assigned PO# from Cineplex Media)

Feb 14, 2009 (flight date)



CINEPLEX MEDIA

35MM AD PRODUCTION PROCESS

OUR PRODUCTION PROCESS TAKES 20 BUSINESS DAYS.

IF YOU REQUIRE A 35MM TRANSFER, PLEASE FACTOR IN AN ADDITIONAL 5-7 BUSINESS DAYS.

Last updated May 28, 2009

SIGNED CONTRACT RECEIVED AT CINEPLEX MEDIA

COMMUNICATION W/CLIENT FROM PRODUCTION CONTACT, CHERYLIN FOXON AT CINEPLEX MEDIA.
Includes: Client call, deadline confirmation, review of creative assets required and assignment of Purchase Order Number for labeling of elements going to Deluxe Labs Toronto.

CLIENT/AGENCY PROVIDES 35MM ELEMENTS TO
DELUXE LABS TORONTO BY DEADLINE.

*Client affixes completed packing slip with properly labeled creative
[*See full specs, including copy of packing slip, label instructions, etc.
online at www.cineplexmedia.com under Full Motion → 35mm Masters].

CREATIVE ELEMENTS REVIEW
Deluxe Labs determines
if creative meets
specifications.

ERROR IS DISCOVERED WITH 35MM MASTERS

Deluxe Lab work is halted until all creative has arrived at Deluxe meeting outlined specifications. If there is a problem with the elements that were sent to Deluxe Labs, Deluxe will contact Cineplex Media to review. Next step options include: agency contacts original posthouse to have corrections made to masters, making arrangements to then have the revised masters sent back to Deluxe Labs for output. Client's original flight date may be compromised if creative arrives after assigned deadline, or is not set according to our specs. Contact your Cineplex Media sales rep for further info.

ALL ELEMENTS MEET SPECS.
Deluxe Labs completes
print order.

35mm trailers are sent to
theatres according to contract
specifications.

ADS ARE READIED FOR
PUBLIC AIRPLAY!