



CINEMA SPOT FILM & DCINEMA TRANSFER SPECS 4-PAGE BOOKING FORM

UPON RECEIPT PLEASE COMPLETE THIS 4 PAGE FORM AND RETURN TO: **CHERYLIN.FOXON@CINEPLEX.COM** OR VIA **FAX: 416-539-8511**

PLEASE COMPLETE THIS FORM TO FACILITATE THE TRANSFER OF YOUR CREATIVE IN ORDER TO MEET CINEPLEX MEDIA'S 35MM AND DCINEMA REQUIREMENTS. CINEPLEX MEDIA'S SUPPLIER OF SERVICE IS DELUXE POSTPRODUCTION TORONTO.

[SPOT CREATION PROCESS CAN TAKE BETWEEN 5-7 BUSINESS DAYS. PLEASE PLAN ACCORDINGLY TO MEET YOUR DEADLINE.]

Date: _____ Form completed by: _____ Email: _____
Telephone: _____ Company: _____

1) What month / date is this creative intended to be seen in theatres? _____ (indicate first on-screen date)

2) Please submit the working title of all creative spot(s) that are to be sent to Deluxe Postproduction on this PO:

Cinema Spot #1 _____ Language: _____ Length: _____ (secs)

Cinema Spot #2 _____ Language: _____ Length: _____ (secs)

Cinema Spot #3 _____ Language: _____ Length: _____ (secs)

3) Please fill in all Contacts for this transfer in the fields below:

Picture Contact: Name _____ Phone: _____ Email: _____

Sound Contact: Name _____ Phone: _____ Email: _____

Billing Contact: Name _____ Phone: _____ Email: _____

Agency Contact: Name _____ Phone: _____ Email: _____

(SEE NEXT PAGE FOLLOWING)

CINEPLEX MEDIA TO COMPLETE THIS SECTION UPON RECEIPT

Date completed form received: _____ PO #: _____ (assigned by Cineplex Media)

Form sent to Deluxe Postproduction: _____

For the above spots, film elements must be completed & shipped to Deluxe Lab by: _____

Screen Composite approval date (24hrs prior to film out) estimated to be: _____

Notes / Follow-up required: _____

DO YOU REQUIRE (Please check): Film Print DCinema Both

PICTURE

For best image reproduction, the delivery of TIFF / DPX file sequences on Hard Drive is required. The next best option is to provide HD (High Definition) material. The third and last possible option is to provide a Digital Betacam videotape format.

Please indicate which "Source format" will be sent:

Hard Drive (PREFERRED) HDCAMSR HDCAM D5 Digital Betacam

→ **PLEASE NOTE:** The preferred frame rate for File and HD Sources is 24 frames per second. Please contact Sharon Dawe at Deluxe Postproduction (416-957-6285) if you will be submitting material other than a frame rate of 24fps.

SCOPE 2:35:1 **FLAT 1:85:1** or we can Pillar Box / Letter Box for you with approval Both Flat and Scope aspect ratio are required

ENGLISH FLAT: Texted Textless **ENGLISH SCOPE:** Texted Textless

FRENCH FLAT: Texted Textless **FRENCH SCOPE:** Texted Textless

→ **Hard Drive Linear TIFF / DPX Files:** Hard Drive – Linear Colour Space TIFF / DPX files.

All TIFF / DPX files must be: Flat 2K - 2048x1156 and/or Scope - 2K-2048x886.

→ **File naming convention should be labeled as follows:** spotname_scope or flat_eng or fre_0001.tiff

→ **HDCAMSR OR Digital Betacam tape:** Tape must be correctly labeled.

→ **All spots delivered should have:** 10 frames slate, 10 frames black, 2 beep, followed by 2 seconds black, followed by content. (First frame picture).

SOUND:

Please indicate which "Source format" will be sent:

5.1 DOLBY MO DISK PRO TOOLS SESSION DATA DVD DATA CD DA88 DAT OTHER _____

→ **PLEASE NOTE:** 5.1 DOLBY MO DISK Suitable for film transfer only, not Digital Cinema.

The following list comprises the various types of sound formats and requirements you would deliver with your creative:

- Full mix.
- Delivered on either *MO DISK, Pro Tools Session, DATA DVD, DATA CD, DA88 or DAT. (*MO DISK not suitable for Digital Cinema)
- All sound files Broadcast WAV format.
- Sample rate 48KHZ
- Preferred frame rate 24 frames per second.
- The "2 pop" sound is exactly one frame in length and the "2 pop" starts exactly 2 seconds before the start of the first frame of action.
- Tracks should be fully labeled and / or be accompanied by cue sheets.
- Pro Tools sessions must be able to play without any plug-ins.

IMPORTANT SOUND REQUIREMENT:

- Please note that Cineplex Media has a technical requirement that the sound does not exceed a loudness level of 82db Leq. This is an average loudness over the length of the spot.
- A Dolby Digital License is mandatory for film transfer spots requiring mix/printmaster, but is not required for Digital Cinema audio formatting.

DCP REPLICATION NOTE:

- All DCP Disks MUST be replicated by Deluxe Postproduction to ensure DCP system compatibility on all digital screens contracted with Cineplex Media. All supplied DCP packages must meet DCI specifications. Please contact Sharon Dawe at Deluxe Postproduction for more information: 416-957-6285.

ELEMENT SHIPPING INSTRUCTIONS:

All Elements should be sent to:

Deluxe Postproduction Toronto
424 Adelaide Street East
Toronto, Ontario
M5A 1N4
Attn: Sharon Dawe

Please contact Deluxe Postproduction with any questions:

Sharon Dawe
Phone: 416-957-6285
Fax: 416-364-1310
E-mail: sharon.dawe@bydeluxe.com

**SPOT CREATIONS PROCESS CAN TAKE BETWEEN 5-7 BUSINESS DAYS.
PLEASE PLAN ACCORDINGLY TO MEET YOUR DEADLINE.
CINEPLEX MEDIA WILL ASSIGN A P.O. NUMBER TO YOUR ELEMENTS.
PLEASE USE THIS P.O. REFERENCE ON ALL CREATIVE BEING SENT TO
DELUXE POSTPRODUCTION FOR TRANSFER PROCESSING.**

PLEASE CONTACT **CHERYLIN FOXON** IF YOU DO NOT HAVE A P.O. # BEFORE SHIPPING ELEMENTS TO DELUXE POSTPRODUCTION

TRANSFER PACKAGING LIST

Ship transfer elements to:
Deluxe Postproduction Toronto
424 Adelaide Street East
Toronto, Ontario
M5A 1N4
ATTN: Sharon Dawe

CLIENT _____
CAMPAIGN TITLE _____
CONTAINS ELEMENTS FOR P.O. # _____
CONTACT NAME _____ TELEPHONE _____
SIGNATURE _____

**Each package of TRANSFER ELEMENTS must arrive with the appropriate
TRANSFER PACKAGE LIST completed and firmly attached to the outside of the box.
Thank you.**



CINEPLEX MEDIA

TRANSFER AD PRODUCTION PROCESS

OUR PRODUCTION PROCESS FOR TRANSFERS TAKES 5-7 BUSINESS DAYS.

Last updated May 28, 2009

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 Postproduction Toronto.

CLIENT/AGENCY PROVIDES ORIGINAL MATERIAL TO DELUXE POSTPRODUCTION 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 → Transfer form].

CREATIVE ELEMENTS REVIEW

Deluxe Postproduction determines if creative meets specifications.

ERROR IS DISCOVERED WITH ORIGINAL MATERIAL

Deluxe Postproduction work is halted until all creative is received by creative agency, meeting outlined specifications. Deluxe will contact Cineplex Media to review. Next step options include: agency contacts original posthouse to have corrections made to material, making arrangements to then have the revised material sent back to Deluxe Postproduction 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 Postproduction creates DCinema and/or 35mm Masters.

Client approval is arranged and the approval process is completed. Masters are sent for output to 35mm trailers and/or DCinema disks.

35mm trailers and/or DCinema disks are sent to theatres according to contract specifications.

ADS ARE READIED FOR PUBLIC AIRPLAY!