



Updated October 27, 2009

DVD LOBBY SHOW SPECS & LOBBY SHOW CREATIVE DELIVERY INFORMATION

The following document contains production & delivery specs for the DVD lobby show contracted to appear in theatres represented by Cineplex Media. 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. All creative is subject to pre-approval by Cineplex Entertainment prior to production as per the terms and conditions in your client contract.

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.

**For production spec questions, contact Marina Araujo at:
416-539-8800 ext 262**

Thank you for your business!

DVD LOBBY SHOW SPECS

Digital full motion video clips must be created in a 4 x 3 aspect ratio (720 x 480 pixels) with a **type safe area of 640 x 432 pixels**. Please allow an extra second lead into and an extra second extro from your video clips in order to allow for transitions between spots. Note that we do not require a fade up and out to black for your clips. Video clips should be sent no later than *deadline date in **either Digital Betacam (Digital Betacam tapes are our preferred format) or Betacam SP**. All digital full motion video clips must be delivered in the NTSC (National Television standards committee) format. All video specifications must meet SMPTE (Society of Motion Picture Television Experts) standards.

Audio in the DVD lobby show is not available at Cineplex Entertainment theatres but is available at Chain theatre locations. For chain locations all digital audio must be two channel and not have an average level higher than -12 digital with peaks not to exceed -5 digital.

- Spots appearing in the lobby show must be suitable for an all ages viewing audience.

DVD LOBBY SHOW – CREATIVE DELIVERY

Please send your lobby show creative no later than deadline date (*i.e. 15 business days prior to your contracted live, in-theatre date) to:

**Marina Araujo
Cineplex Media
102 Atlantic Ave,
Suite 100
Toronto, ON M6K 1X9**

Tel: 416-539-8800 ext. 262
marina.araujo@cineplex.com

Please clearly label any lobby tape(s) submitted to Cineplex Media, with the name of the client, title of spot, length of spot, language, and indicate which month the spot is intended to run. Please also clearly indicate that the tape is intended for the DVD Lobby Monitor show.

Label Example:
ABC Company: *Two Birds*
60 seconds
English
Run date: October 2010
DVD LOBBY MONITOR SHOW

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