



CINEPLEX MEDIA SLIDE SPECS

Updated Oct 03/07

*SLIDE ON-SCREEN CREATIVE AND PRODUCTION SCHEDULE

*The following document contains slide specs for creative, contracted to appear in AMC and Cinemark theatres' slide carousel style pre-show.

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.

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
Terry Singh or Debi Kingston @ Cineplex Media
Tel: (416) 539-8800
Terry.Singh@cineplex.com
Debi.Kingston@cineplex.com

Thank you for your business!

ON-SCREEN SLIDE SPECIFICATIONS **(SLIDE CAROUSEL STYLE PRE SHOW)**

CONTENT POLICIES

- All content must be acceptable for general audience viewing (Rated G).
- All copyright and trademark restrictions must be respected.
- Recruitment, political and religious advertising are restricted.
- Alcohol advertising in any form is unacceptable

DESIGN CONSIDERATIONS

- SIMPLICITY is the key to an effective ad.
- High contrast and intense colours project better than pastels
- Avoid using type sizes smaller than 12 points (difficult to read). When choosing type styles & type size, consider their readability from the rear of the theatre.
- Avoid using red or dark type on black or visa versa. Strong contrast between type and background colour is recommended
- Avoid placing important design elements (copy, logo, art) near the edge of the live area (see Slide Layout Template). Focus tends to soften on the outside edge due to various presentation factors.
- Upper and lower case fonts are easier to read than all caps.
- Use bold fonts whenever possible. Scripts and fine delicate fonts are difficult to read.
- No more than two photo elements per design are recommended.
- Do not have any content (including images) bleed outside the page boundaries

MANDATORY COPY and DESIGN POLICIES

- 26 WORDS MAXIMUM is recommended.
- Background colour should be dark. Avoid using white or very light colours as a background.
- If you use a photograph as your entire background or use a background colour other than black, the edges of your photograph or background should softly feather or blend to black on the outer edges (*see Slide Layout Template*).
- A black mask must be applied to the finished artwork covering the specified area in the Slide Layout Template.
- Ads with visible pixelation on text, photo(s), logo(s) etc., will NOT be accepted
- Pin stripping, Framing or Bordering the perimeter of the ad is NOT allowed.
- Ad(s) must be setup in Landscape or Horizontal orientation (*see Slide Layout Template*)

RESOLUTION and COLOUR MODE of bitmap images

- RESOLUTION: 300 DPI at size-as (11x7.33, *square pixels*, 1:1 ratio,)
- COLOUR MODE: RGB.
Do not use CMYK, Grayscale, duotones, pantones, etc. Always check your finished colours if converting from one colour space to another (by the numbers in a photo-retouching application).
- COLOUR DEPTH: 24 bit
- The recommended colour space is Adobe RGB (1998) or SMPTE 240-M

Note: images that were previously created or scanned at a lower resolution cannot be made to be a higher resolution. “Dialing Up” the resolution in Photoshop does not create more information in the file. The image will appear as soft or out of focus when output to slide. Any low-res images will need to be recreated or rescanned at the correct resolution

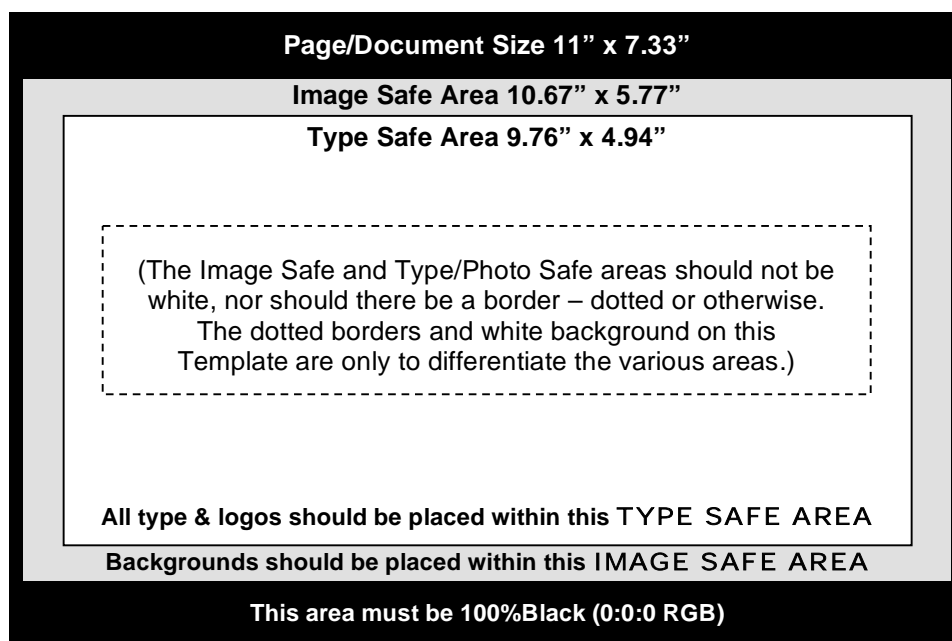
ACCEPTABLE MEDIA and SOFTWARE

- Finished Bitmaps are the ***preferred*** submission formats:
 - JPEG (*highest quality*)
 - Tiff (*no alpha channels*), LZW compression
 - Photoshop PSD (*flattened*).
 - All Bitmaps should be created at 11" x 7.33" @ 300 pixels/inch, RGB (1:1 pixel aspect ratio, *square pixels*)
- Files can be submitted on CD, email or Posted for FTP download
- FTP downloads require an email containing the address, user, and password.

When submitting files, always include:

A colour proof if files are being submitted on CD, or a PDF proof if files are submitted using the FTP site or email. Proof should be in colour, accurately displaying all slide elements. If you encounter problems printing your file, the probability is high that the file will not image correctly.

Consistent and informative file naming will allow for greater clarity and ensure proper communications between all parties. Basing the file name on Ad content and the show it is appearing in is advised (i.e. fido_AMC.tif or fido_CPX.tif). Please ensure that file names consist of numbers and letters only. Avoid using spaces; underscores are recommended.



Slide Layout Template

FTP Uploading Instructions

Below are the instructions for uploading files to VCG Imaging's FTP site.

Server address: <ftp.vcgimaging.com>

User Name: ftp_imaging.vcgimaging.com

Password: image_this

Once a file is uploaded, please notify VCG Imaging at mail@vcgimaging.com; Debi Kingston at Debi.kingston@cinplex.com and Terry Singh at terry.singh@cinplex.com by email, along with sending a .pdf proof. Files will be removed from the server once they have been downloaded.