



last updated March 30, 2007

CINEPLEX.COM

Contained herein, are details of the requirements for client material booked to appear on Cineplex.com's website. For further information, please consult Ben Munger from our Cineplex Media office: Ben.Munger@cineplex.com 416-539-8800 ext. 235

Technical questions – please direct to Michael Van Zon
Michael.VanZon@cineplex.com 416-323-6600

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

Flash Specifications

Cineplex.com supports Flash 5.swf files or higher. Maximum frame rate is 18 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 insure proper functioning of Flash ad creative on Cineplex.com.

For example: **On (release){getURL(clickTAG,"_blank");}** .

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 creative that appears to know information about the user's computer system software. Geo-targeting, custom contests, creative production are all available. All ads must be supported by I.E. 5.5 or higher. Due to the inherent configurability by the end-user, Cineplex Media cannot guarantee full ad support for Mozilla and Mac browsers. No more than *one* expandable ad per page. No more than *two* top layer ads on the site at any time.



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Ad Unit	Size	Initial File Size	Additional Filesize 'Polite Download'	Timing	Frequency	Expansion	Video	Audio	Alt Text	Control Must-Have's	Flash Specifications
Leaderboard Standard	728 x 90	40 kb		15 sec. of animation. Maximum 3 loops.	unlimited			Yes. Must be user initiated.	60 char.		
Leaderboard Rich Media	728 x 90	40 kb	2.2Mb additional. Additional bandwidth to be paid by advertiser.	15 sec. of animation. Maximum 3 loops OR 30 seconds of video.	unlimited	Fully expanded panel size = 728 x 360, max. position of extension panel (up/down) depends on where ad resides on web page.	plays automatically	Yes. Must be user initiated.	60 char.	Audio on/off, video stop/play/pause. IAB standard 'close' box in top right corner location which must appear no later than 4 seconds following initiation.	18 frames per second. Minimum Flash version 6 .swf. Borders are optional
Big Box Standard	300 x 250	40 kb		15 sec. of animation. Maximum 3 loops.	unlimited				60 char.		
Big Box Rich Media	300 x 250	40 kb	2.2Mb additional. Additional bandwidth to be paid by advertiser.	15 sec of animation. Maximum 3 loops OR 30 seconds of video.	unlimited	Fully expanded panel size = 600 x 250, max. position of extension panel (up/down/right/left) depends on where ad resides on web page.	plays automatically	Yes. Must be user initiated.	60 char.	Audio on/off, video stop/play/pause. IAB standard 'close' box in top right corner location which must appear no later than 4 seconds following initiation.	18 frames per second. Minimum Flash version 6 .swf. Borders are optional
Sky Scraper Standard	160 x 600	40 kb		15 sec of animation. Maximum 3 loops.	unlimited				60 char.		
Sky Scraper Rich Media	160 x 600	40 kb	2.2Mb additional. Additional bandwidth to be paid by advertiser.	15 sec of animation. Maximum 3 loops OR 30 seconds of video.	unlimited	Fully expanded panel size = 320 x 600, max. position of extension panel (right/left) depends on where ad resides on web page	plays automatically	Yes. Must be user initiated.	60 char.	Audio on/off, video stop/play/pause. IAB standard 'close' box in top right corner location which must appear no later than 4 seconds following initiation.	18 frames per second. Minimum Flash version 6 .swf. Borders are optional
Transitional Standard (Between Pages)	640 x 480	120 kb		15 sec of animation. Maximum 3 loops.	1 per visitor session	No expansion	plays automatically		60 char.		
Transitional Rich Media (Between Pages)	640 x 480	120 kb	2.2Mb additional. Additional bandwidth to be paid by advertiser.	15 sec of animation. Maximum 3 loops OR 30 seconds of video.	1 per visitor session	No expansion	plays automatically	Yes. Must be user initiated.	60 char.	Audio on/off, video stop/play/pause. IAB standard 'close' box in top right corner location which must appear no later than 4 seconds following initiation.	18 frames per second. Minimum Flash version 6 .swf. Borders are optional
Page Over Floating Voken Rich Media	500 x 500	80 kb	2.2Mb additional. Additional bandwidth to be paid by advertiser.	15 sec of animation. Maximum 3 loops OR 30 seconds of video.	1 per visitor session	No expansion	plays automatically	Yes. Must be user initiated.	60 char.	Audio on/off, video stop/play/pause. IAB standard 'close' box in top right corner location which must appear no later than 4 seconds following initiation.	18 frames per second. Minimum Flash version 6 .swf. Borders are optional
Custom Contest Button	120 x 90	12 Kb - Gif /JPG		None					60 char.		