

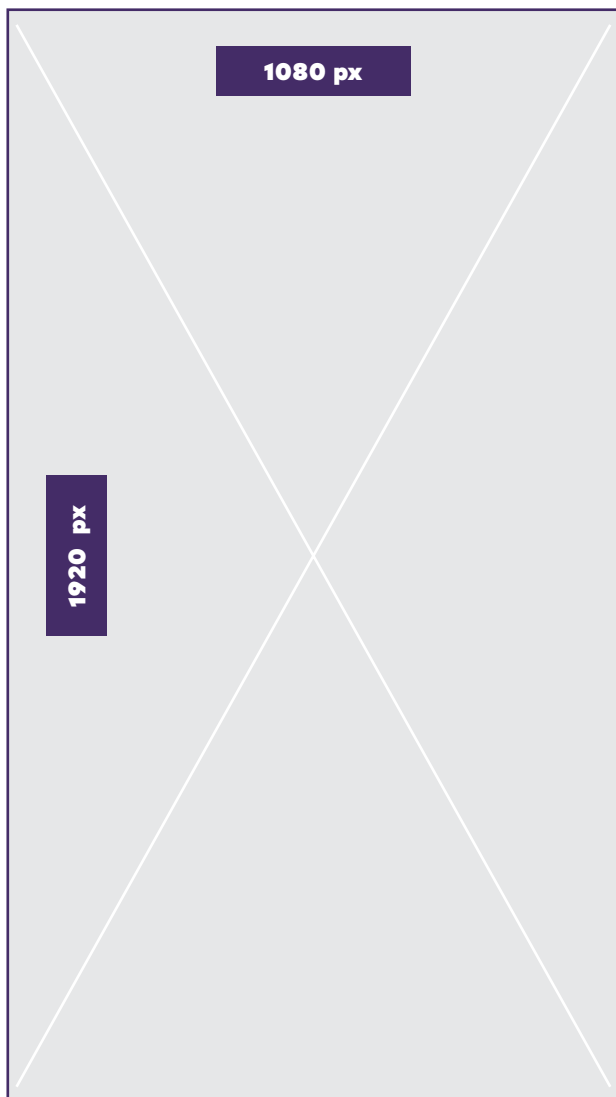
SHOPPING NETWORK

DIGITAL POSTER SPECIFICATIONS

UPDATED ON JANUARY 22, 2024



The following document contains production and delivery specs for Digital Poster client creative contracted to appear in the Shopping Network.



Screen sizes vary by location.
For specific screen sizes, please contact Cineplex Media.

*HD FOR CADILLAC FAIRVIEW NETWORK

For the Cadillac Fairview digital poster network only HD (1080x1920) resolution is accepted.

COLOUR OUTPUT SPECS

Mode	Resolution
RGB only	Max 72 DPI

MOTION/VIDEO SPECS

Content Resolution		Pixel Geometry
4K	HD*	Square (1:1)
2160 px	1080 px	
x	x	
3840 px	1920 px	
Aspect Ratio		Text
9:16		50+ pt text recommended
Frame Rate		Encoding
29.97 (Progressive)		MPEG 4 (.H264, 2-PASS VBR)
Bitrate		Audio
8 mbit/sec		N/A

STATIC IMAGE SPECS

Content Resolution		Aspect Ratio	Text	Format
4K	HD*	9:16	50+ pt text recommended	.JPG/.PNG
2160 px	1080 px			
x	x			
3840 px	1920 px			

DELIVERING YOUR CONTENT

DIGITAL POSTER SPECIFICATIONS



DELIVERY INFORMATION

Final creative is due **5 business days (1 week)** prior to start date. For creative being produced by Cineplex Media, creative elements are due **10 business days (2 weeks)** prior to start date.

ELECTRONIC SUBMISSION

Files may be submitted via a file sharing service of your choice (WeTransfer, Dropbox, Box.com, Google Drive etc.)

IMPORTANT: After successfully uploading your creative, please send a confirmation email with URL to ShoppingConcourse@cineplex.com.

POLICY NOTICE: Any creative deadlines that are missed will result in additional costs and may result in a delay of the campaign for which Cineplex Media will not be held responsible. Cineplex must pre-approve all creative prior to production as per the terms and conditions in your client contract. Cineplex reserves the right to reject creative not delivered to published specifications, resulting in unsatisfactory video or audio quality.

If you have any questions regarding deadlines for your creative or campaign reporting, please contact your Cineplex Media Account Manager.

ALL CLIENT CREATIVE IS SUBJECT TO PRE-APPROVAL BY CINEPLEX ENTERTAINMENT.

**FOR MORE INFORMATION, PLEASE CONTACT OUR TEAM AT
SHOPPINGCONCOURSE@CINEPLEX.COM**

Please ensure you are following the most up-to-date specifications. This document was last modified on **January 22, 2024**.