

SHOPPING NETWORK

CADILLAC FAIRVIEW

EXTERIOR SCREENS

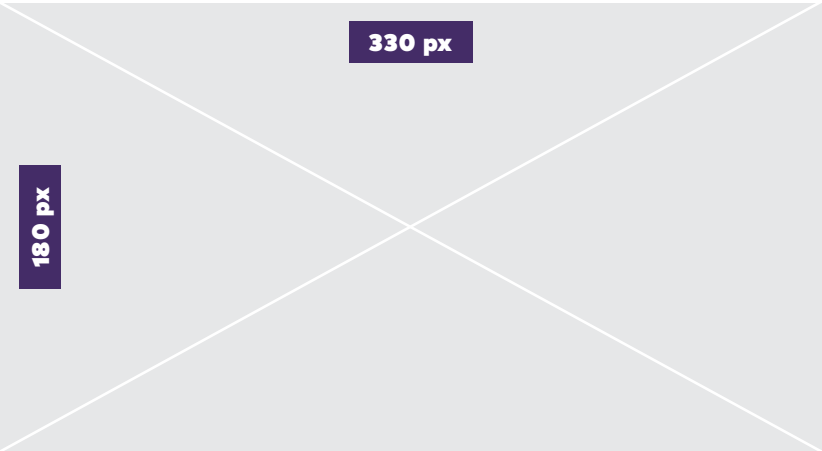
UPDATED ON APRIL 5, 2024



Please take note: Final creative is due 8 business days prior to start date. If Cineplex creative services are required working files are due 12 business days prior to start date.

The following document contains production and delivery specs for Large Format Video Wall client creative contracted to appear in Cadillac Fairview Shopping Centres.

CF FAIRVIEW MALL- EXTERIOR (STATIC ONLY)

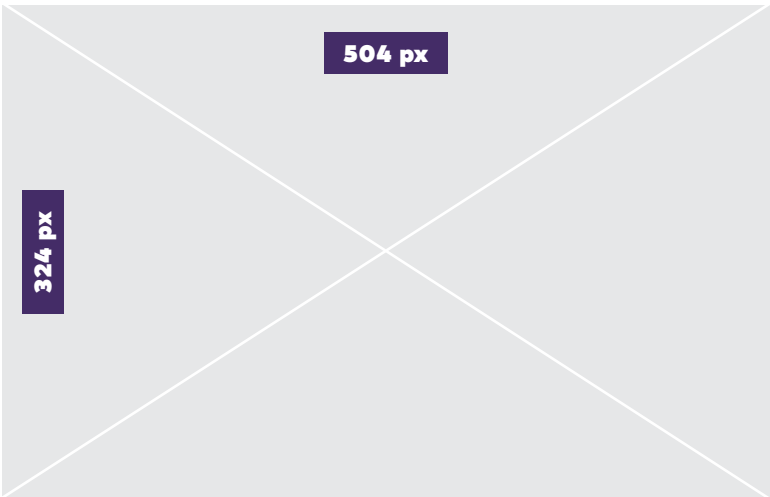


STATIC IMAGE SPECS

Content Resolution	Text	Format
330 x 180p	15+ pt text recommended	.JPG/.PNG

Mode
RGB only
Resolution
Max 72 DPI

CF TORONTO EATON CENTRE-BAY & DUNDAS EXTERIOR (STATIC ONLY)



STATIC IMAGE SPECS

Content Resolution	Text	Format
504 x 324p	15+ pt text recommended	.JPG/.PNG

Mode
RGB only
Resolution
Max 72 DPI

DELIVERING YOUR CONTENT

CADILLAC FAIRVIEW EXTERIOR SCREENS



DELIVERY INFORMATION

Final creative is due **8 business days** prior to start date. For creative being produced by Cineplex Media, creative elements are due **12 business days** 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, 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 **April 5, 2024**.