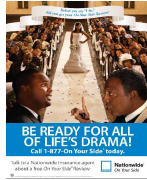


## 2010 Cinema Promotions Production Specs



### Ceiling Danglers

Dimension	27" H X 20" W (max size)
Paper	80# stock / text paper
Print	Two or four-color process
Finish	Varnished / gloss coated
Layout	3 panels (die cut), string and ceiling
Average Ceiling Danglers per Theatre	3 to 5 Maximum (based on theatre size)



### Counter Cards

Dimension	14" H X 20" W
Paper	Cardboard paper stock
Print	Four-color process
Finish	Varnished / gloss coated
Layout	Self-standing / easel back
Optional	Attachable tear pad
Average Signage per Theatre	2 to 4 Maximum (based on theatre size)



### Floor Decals

Dimensions	2' W X 3' H/ Oversized 2' W X 6' H or 3' W X 4' H
Print	4 Color process
Stock	White Vinyl
Finish	Die Cut
Average Floor Decals/ Theatre	4 to 6 (Maximum)

### Floor Mats

Dimensions	72" W X 25.5" H
Print	4 Color process/ Silk Screen,
Stock	White Vinyl/Square corners
Layout	2 sided
Average Floor Mats/ Theatre	2 to 4 (Maximum)



### Handouts

Dimension	6" H X 4" W (maximum recommended size)
Paper	80# stock/text paper
Print	Two or four-color process
Layout Examples	Perforated, decoder, download card, sticker, tattoo, brochure, cd's
Finishing	Varnished / gloss coated (one or two sided)
Average Handouts per Theatre	Varies



### Lobby Banners 12' x 7' (Optional)

Dimension	12' H x 7' W (max size)
Material/Finish	Vinyl, supreme mesh, flag cloth or flexible nylon
Print	Two or four-color process
Layout	Pocket holes or hooks
Average Banner(s) per Theatre	1



### Lobby Banners 5' x 7' (Recommended)

Dimension	5' H x 7' W (max size)
Material/Finish	Vinyl, supreme mesh, flag cloth or flexible nylon
Print	Two or four-color process
Layout	Pocket holes or hooks
Average Banner(s) per Theatre	1

### L Shaped Register Topper

Dimensions	14" W X 12" H
Print	4 Color process
Paper	Cardboard paper Stock
Finish	Laminated
Layout	2 sided
Average L shaper register Toppers/ Theatre	4 to 6

### Multi-Image Counter Display

Dimensions	12.8" W X 10.6" H/ Viweable area 9.8" W X 8.54" H
Print	4 Color process
Finish	Displays 2-3 images in sequence (Vertical or Horizontal Placement)
Average Floor Decals/ Theatre	1 to 3

## 2010 Cinema Promotions Production Specs



### 46 oz Popcorn Bag (Small)

Dimension	4 1/4" L x 2 3/4" W x 7" H
Weight	46 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing / Paper	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies



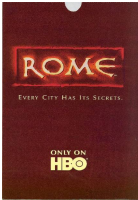
### 85 oz Popcorn Bag (Medium)

Dimension	5" L x 3 1/2" W x 9 1/4" H
Weight	85 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies



### 130 oz Popcorn Bag (Large)

Dimension	6" L x 3 3/4" W x 10 1/2" H
Weight	130 ounces
Print	Flexo or gravure
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies



### 170 oz Popcorn Bag (Pacific Extra Large)

Dimension	7 1/2" L x 3 1/2" W x 14 1/4" H
Weight	170 ounces
Print	Print Flexo
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies

### 170 oz Popcorn Tub (PMG)

Dimension	TBD
Weight	170 ounces
Print	TBD
Layout	Sent once contract is signed
Finishing	High gloss, grease proof paper
Average Popcorn Bags per Theatre	Varies



### Posters

Dimension / Live Area	39" H x 27" W, 1/8" bleed area (3" safe area around Creative)
Overall Size with Bleed Area	39" H x 27" W Maximum Size
Paper	100# stock / text paper
Print	Four-color process
Finish	Varnished / gloss coated
Layout	Two-sided, reverse print for a backlit case
Average Poster(s) per Theatre	1 to 2 (based on theater size)

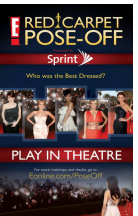


### Staff Buttons (Round)

Dimension	2.25 diameter
Print	Two or four-color process
Finish	Varnished / gloss coated
Layout	Safety pin (back) on a metal button
Average Staff Buttons per Theatre	35

### Staff Buttons (Square / Rectangle)

Dimension	2" H x 3" W
Print	Two or four-color process
Finish	Varnished / gloss coated
Layout	Safety pin (back) on a metal button
Average Staff Buttons per Theatre	35



### Standees

Dimension	6" H X 4" W X 3" D (Maximum Size)
Paper	Cardboard paper stock or flexible nylon
Print	Four-color process
Finish	Varnished / gloss coated
Layout	Self-standing / easel back
Optional	Attachable tear pad or brochure holder
Average Standee per Theatre	1

## 2010 Cinema Promotions Production Specs



### Static Clings

<b>Dimensions</b>	3" H X 6" W, 12" H X 16" W
<b>Print</b>	4 Color process
<b>Finish</b>	Clear or Opague Vinyl die cut (2 Sided Recommended)
<b>Average Static Clings/ Theatre</b>	4 to 6

### Tear Sheet Pads

<b>Dimension</b>	4" H X 6" W
<b>Paper</b>	60# stock paper
<b>Print</b>	One color process
<b>Layout</b>	Sheets in pads of 100's with clipboard backer

### 30 Sheets \* Available at select locations

<b>Dimensions</b>	Framed: 22',8" W X 10' H, Unframed: 22',8" W X 10' H
<b>Print</b>	4 Color process
<b>Paper</b>	100# stock/ Text paper
<b>Finish</b>	Varnished/ Gloss
<b>Layout</b>	2 sided
<b>Average 30 Sheets/ Theatre</b>	1

### Beverage Cup Holders



<b>Dimensions</b>	8" H x 6" W
<b>Print</b>	4 Color process
<b>Paper</b>	130# stock/ Text paper
<b>Finish</b>	Varnished/ Gloss/ UV Coated
<b>Layout</b>	2 sided
<b>Average Beverage Cup Holders/ Theatre</b>	~2,500