



Cineplex Advertising Policy

A. Purpose:

Cineplex media properties include on-screen, in-theatre, publication, mobile, website and digital network advertising (“**Advertisements**” or “**Advertising**”). Advertisements are placed both in properties owned by Cineplex as well as by third parties. This policy applies to all such Advertisements. Cineplex strives to ensure that all Advertising is appropriate for the relevant audience and exhibits suitable entertainment or informational value that ensures an optimal informational experience.

B. Scope:

This policy applies to all Advertising submitted for potential placement in all media properties represented by Cineplex. All Advertising, must be consistent with this Cineplex Advertising Policy

C. Advertising Guidelines and Policy:

Depending upon the advertising medium, Advertisements must be deemed suitable for the intended age of the viewing audience. The media property owner shall, in its sole discretion, determine whether an Advertisement is acceptable. Nothing obligates the media venue owner to display any Advertisement that it deems to be contrary to this Advertising Policy. Advertising for all Cineplex and/or third party media properties is subject to approval prior to placement using an internal approval process. Cineplex, and/ or third party media owner(s), will approve or reject Advertisements in advance of creative deadlines. In the event Cineplex, and/or a third party media owner, deems an Advertisement not suitable for placement, Cineplex shall notify the advertiser or its agency in writing and may terminate any advertising agreement without further notice, obligation or compensation.

The criteria for evaluation of any Advertising shall include the following considerations:

- a. All Advertising must comply with all applicable laws, including human rights laws, so as not to discriminate on the basis of any protected class of individuals or groups.
- b. Advertising that either espouses insults or hate, or is demeaning towards individuals or groups, will not be accepted.
- c. Advertising must not contain inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a product or a service or a political position, and must not omit relevant information in a manner that is deceptive. Both in principle and in practice, all claims and representations in Advertising must be supportable.
- d. Cineplex will not accept Advertising intended to inappropriately leverage or address any current or past theatrical movie release.

- e. Cineplex will not accept Advertising that may infringe on intellectual property unless the advertiser has specifically confirmed it owns all rights to the relevant intellectual property.
- f. In the event that Advertisements or messages depict or reference guns or other weapons, acts of violence, images of a mature nature, or content or language that is inappropriate to a particular audience, such as youth or families, Cineplex reserves the right to limit exhibition of such Advertisement by programming the Advertisement or message in locations that are limited to adult or mature audiences.
- g. Cineplex shall make every effort to ensure that Advertising prior to “G” (**general admission**) rated films, or in other full public access locations, is appropriate for all audiences.
- h. Cineplex will not accept advertising the content of which audience members would likely perceive as espousing a partisan message with the intent to persuade or influence audiences to make personal decisions pertaining to personal beliefs on matters of conscience (e.g. politics, religion, etc). Cineplex will therefore not accept advertising which supports a particular political party, candidate, party platform, election issue or a particular religion. Any decision to reject such advertising shall be based on the content of the advertisement and shall not be based upon the identity of the group or individual wishing to purchase the advertisement.
- i. Cineplex reserves the right to reject Advertisements not delivered to published specifications or, if in the form of unsatisfactory video or audio quality.
- j. Claims or positions made in any Advertisement appearing in any Cineplex represented media property shall not be attributed to nor deemed to be claims or positions of Cineplex.
- k. Any Advertising that might be mistaken as an article, commentary, or other non-advertising material must be clearly marked “advertisement”.
- l. Cineplex will not accept Advertising determined, in its sole discretion, to be contrary or competitive to the business interests of the entity displaying the Advertisement.
- m. In-theatre sampling activity and/or all samples and/or kiosk activations must be pre-approved for distribution and placement and must offer value to the movie-going guest. Sampling and kiosk activation advertisers must sign an indemnity and release satisfactory to Cineplex.
- n. Advertisements or any materials provided to Cineplex to create advertisements on behalf of an advertiser must conform to Cineplex media specifications found at www.cineplexmedia.com or as otherwise provided by Cineplex. Cineplex reserves the right to reject materials or Advertisements not delivered to such specifications.
- o. Cineplex reserves the right to cease exhibition of any Advertisement that elicits a significant negative response from the relevant customers, regardless of prior approval.
- p. Cineplex shall not be liable for any production costs assumed in connection to any Advertisement deemed unacceptable for placement in any media property, regardless of whether the Advertisement is deemed unacceptable before or after media placement has commenced.

Approved July, 2015