



NCM Creative Services

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Cinema Ad Specs

We know cinema! Use NCM Creative Services to produce cinema ads and potentially “Tag” your existing ads. A Producer will assist you throughout the production process, answer questions and make recommendations.

1 Creative Brief

This is a critical step to organize your thoughts and ideas so NCM can produce an ad that meets or exceeds your expectations.

Download the NCM Creative Brief at <http://adspecs.ncm.com/local-advertising>

Why Are You Advertising?	- Use the Creative Brief to answer this question and more...Simplicity is the key to an effective ad.
On-Screen Text (Ad Copy)	<ul style="list-style-type: none"> - DO NOT include everything you do/offer/supply - DO keep your information short and concise - Recommended: Website, location, etc.
Voice Over Script	<ul style="list-style-type: none"> - A professional voice over talent will read your script. - Recommended: Reinforce the text shown on-screen, but more conversational - Required: :15 ad = :14 max length / :30 ad = :28 max length - Specify gender and tone of voice - Need help writing a script? Ask your Producer... we are here to help you!
Music Selection (Optional)	- Select audio from http://adspecs.ncm.com/audio-MP3
Direction / Other Information	- Please provide any unique information, samples, etc. to help us understand your business and advertising desires.

2 Creative Assets

Once your Creative Brief is finished, gather some creative assets to visually represent your message.

Logo(s)	<ul style="list-style-type: none"> - Vector format .AI or .EPS files are preferred. - Raster file formats (.JPG .PNG .PNG .PSD) will be reviewed on a case-by-case basis.
Image(s)	<ul style="list-style-type: none"> - ≥ 2400 x 1600 pixels, native resolution - DO NOT scale, skew or stretch your original images. - DO send us images < 2400 x 1600 pixels to review, if that is all you have. - Common file types: .JPG .PNG .TIF .PSD (.GIF files not recommended) - Stock photos at https://www.gettyimages.com/landing/pa-preview/expanded/27297 are available FREE of charge for NCM ads! - Size + Quality matter! <ul style="list-style-type: none"> - Large, original images = high quality cinema ads. - Small images may be suitable for online and mobile banner ads. - Images from MS Office docs, websites, printed cards, etc. will be rejected.
Advanced Options (for Professional Designers & Agencies only)	<ul style="list-style-type: none"> - Layered Designs + Storyboards <ul style="list-style-type: none"> - Download templates, review recommendations and specifications at http://adspecs.ncm.com/local-advertising/faq_cs - Layered .PSD files preferred, but .AI, .EPS .PDF .TIF & .INDD files may be accepted.* - Provide layouts in 16:9 widescreen and observe safe frames. - Video Footage <ul style="list-style-type: none"> - Provide video footage to integrate into your ad (possibly for an additional fee). - Video Specs: http://adspecs.ncm.com/content/files/LocalContentSpec.pdf - All media will be reviewed on a case-by-case basis.

3 Asset Delivery

Email	<ul style="list-style-type: none"> - If attachments are less than 25MB per email - For best results, email your Producer directly after they've contacted you.
Upload and Other File Transfer Services	- Upload files via Dropbox, Hightail, WeTransfer, or similar services.

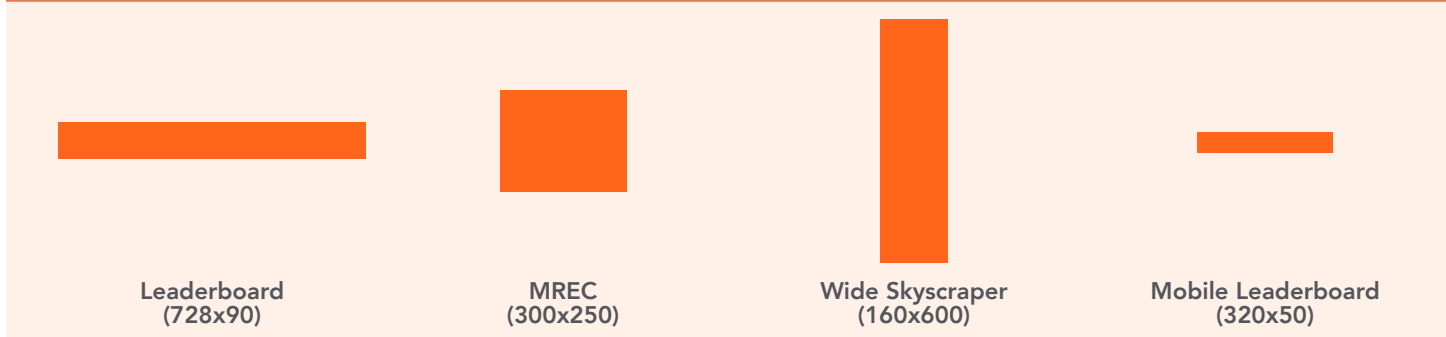
* ALL assets/contents are subject to review, and may result in rejection or restriction.

Visit http://adspecs.ncm.com/local-advertising/faq_cs or contact your Account Director or Producer.

Digital Ad Specs

We know digital! Use NCM Creative Services to produce your Cross-Platform Digital ads. A Producer will assist you throughout the production process, answer questions, and make recommendations for your ads.

Scope of Work = 4 Static Banner Designs



Required Creative Assets and Info

Logo(s)	<ul style="list-style-type: none"> - Vector format .AI or .EPS files are preferred. - Raster file formats (.JPG .PNG .TIF .PSD) will be reviewed on a case-by-case basis. - TIP: If you have horizontal and vertical/stacked logos, send both/all.
Photo(s)	<ul style="list-style-type: none"> - 1-3 photos (typically does not need to exceed 1024x800 pixels) - File types: .jpg, .png, .tif, .psd (.gif files not recommended) - NCM can typically use the same photos used in NCM animated cinema ads, if applicable. - Stock photos at https://www.gettyimages.com/landing/pa-preview/expanded/27297 are available FREE of charge for NCM ads.* - TIP: DO NOT embed images in email, MS Office docs, etc.
Copy (Text Displayed on Banner)	<ul style="list-style-type: none"> - Limit to 10 words max if possible. Simplicity is the key to an effective ad. - TIP: Do not show a website URL as copy. The Click-Thru action on the banner will redirect users to your URL. You may want to include a "Click Here" button instead.
Click-Thru URL	<ul style="list-style-type: none"> - The provided URL MUST BE LIVE/ACTIVE. Only one URL per set of banners, please. - TIP: You may want to use a "special" URL for your own tracking purposes. If promoting an offer, consider a link to a social media site to enter user info.

Asset Delivery

Email	<ul style="list-style-type: none"> - Less than 25MB file attachment limit
Upload and Other File Transfer Services	<ul style="list-style-type: none"> - Upload files via Dropbox, Hightail, WeTransfer, or similar services

* ALL assets/contents are subject to review, and may result in rejection or restriction.

Visit http://adspecs.ncm.com/local-advertising/faq_cs, or contact your Account Director or Producer