

STEP 1 Creative Brief Fill out the Creative Brief on page 2. This step helps your producer understand your organization, your services, and your call-to-action, in order to deliver an effective cinema ad.

STEP 2 Creative Assets* These are your visual materials. Gather your 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, .TIF, .PSD) will be reviewed on a case-by-case basis.
Image(s)	<ul style="list-style-type: none"> - At least 2400 x 1600 pixels (contact your producer for help identifying resolution size). - 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!
Video	<ul style="list-style-type: none"> - For NCM video specs, visit: http://adspecs.ncm.com/content/files/LocalContentSpec.pdf - All media will be reviewed on a case-by-case basis.
Advanced Options (for Professional Designers & Agencies)	<ul style="list-style-type: none"> - Layered Designs + Storyboards <ul style="list-style-type: none"> - To design to NCM specs, please download our templates: http://adspecs.ncm.com/local-advertising/faq_cs - Layered .psd files preferred, but .AI, .EPS, .PDF, .TIF, and .INDD files may be accepted. - Provide layouts in 16:9 widescreen and observe safe frames.

STEP 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 & 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.

Creative Brief

On-Screen Text :15 ad = 20 words or less | :30 ad = 40 words or less

What text do you want the audience to see on screen (i.e., website, address, hours, etc.)?

Voice Over (VO) Script :15 ad = 2 lines of text below | :30 ad = 4 lines of text below

A professional voice over actor will read your script. ONE voice over recording is included using an adult male or female. **Changes to a script AFTER the VO is recorded will cost \$50 minimum per re-recording.** Special requests including Multi-Voice VOs, Character, Child, Accent, etc. may incur additional fees.

Tips

- Time yourself while reading your script ALOUD at a natural pace.
- The script should sound like a conversation and should reinforce the on-screen text without being identical.
- Spell out numbers and symbols (i.e., "dot com").

1	
2	
3	
4	

Mood	Friendly	Relaxed	Serious	Urgent	Other
Gender	Male	Female			
Background Music (Music Library)	<input type="checkbox"/>				

**Our Sound Design team is happy to provide music suggestions.*

Design Direction and Notes

If you have a vision for your ad, we want to hear your thoughts.

Next Steps

- SAVE this finished form and email a copy to your Producer.
- Once your information and creative assets have been received, your Producer will review and discuss the next steps with you.
- **Prompt communication between all parties is critical to maintaining deadlines and start dates.**

Questions?

- Contact your Producer or visit http://adspecs.ncm.com/local-advertising/faq_cs for more information.