

MEDIA SERVICES		RATES	DESCRIPTION
CINEMA	Network Implementation Fee (NIF)	\$250 per ad	This fee is imposed on ALL externally produced ads provided to NCM, and covers the cost of ingestion, transcoding, production, QC, and satellite delivery of the ad. This fee has no relation to a Media Buy or contract of sale and is required to implement the ad into the NCM network, and is assessed each time an ad is ingested or delivered.
	Rush Fee	\$1000 (Without Voice-Over)	Applies to NCM produced ads only, and requires prior approval from Production Management. This fee expedites the production process to a 10 business-day turn-around, but does NOT guarantee a start date.
DIGITAL	Completed Cross Platform Banners	FREE	<ul style="list-style-type: none"> <li>Must be submitted per NCM specifications.</li> <li>For more info visit: <a href="http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf">http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf</a></li> </ul>
	Completed Cross Platform Video	FREE	

CREATIVE SERVICES		RATES	DESCRIPTION
<b>15-BUSINESS-DAY TURN-AROUND TIME*</b>			
CINEMA AD	:15 Cinema Ad	\$375 (Without Voice-Over)    \$525 (With Voice-Over)	Includes <b>ONE</b> voice-over recording <b>AND</b> royalty-free music when purchased "With Voice-Over".  <b>Revision Policy:</b> • 2 rounds of minor "visual" revisions are allowed <b>DURING</b> the production process. • Excessive revisions will incur additional fees, including a \$50 charge per VO re-recording, minimum. • After production is completed, <b>revisions ARE permitted for a fee</b> (see "Ad Revision" below). • For more info, visit: <a href="http://adspecs.ncm.com/content/files/NCM_Animated_Spec.pdf">http://adspecs.ncm.com/content/files/NCM_Animated_Spec.pdf</a>
	:30 Cinema Ad	\$650 (Without Voice-Over)    \$775 (With Voice-Over)	
	:45 Cinema Ad	\$975 (With Voice-Over)	
	:60 Cinema Ad	\$1,150 (With Voice-Over)	
ADDITIONAL CREATIVE SERVICES	Ad Revision (Updates to text, graphics, photos, and/or VO & audio compositions)	\$200	AD REVISION = For internally produced ads. • NCM cannot "revise" an Externally Produced ad since the original source files are not provided. NCM may be able to "mask" unwanted items, but is subject to creative review.
	Ad Tag If tagging an "Externally Produced" Ad, the \$250 NIF fee also applies.	\$150	AD TAG = An end tag addition to an ad, typically TEXT placed at the end of an ad. • A "Master" ad must first be produced or provided, with all applicable fees. • We cannot "revise" an externally produced ad since we do not have the original source files. NCM may be able to "mask" the unwanted items, but is subject to creative review.
	Add-on: Extra VO	\$50	When an ad is purchased "w/ VO" it includes only <b>ONE</b> VO talent recording per ad. 1. This fee applies when a VO re-recording is required <b>DURING</b> the production process or when an additional VO recording is requested before client approval. 2. Requesting multi-voice, child/character/accent, or similar "special" requests may incur additional fees. 3. Additional production time may be required depending upon complexity of request.
	Minor Text Revision	FREE	<ul style="list-style-type: none"> <li>Minor text revisions are for NCM cinema ads during the original contract period.</li> <li>This free service is <b>LIMITED TO ONE TEXT REVISION</b> per quarter.</li> <li>If a text revision is requested for a NEW contract period, please see "Ad Revision" above.</li> <li><b>This option does NOT apply to previous Ad Tags or Revisions. Campaigns requiring multiple text revisions may incur additional fees. Please call for a quote.</b></li> </ul>
	Custom Creative Services	Call for Quote	Includes video editing/embedding, 3D models, additional rendering/visual effects, etc. • Cost = \$250/hr (typically 2/hr minimum), and requires a quote from the Manager of Creative Production. • Additional fees may apply due to unforeseen issues and/or excessive revision requests.  Note: This does not include stereoscopic 3D image creation
	Creative License: Silver (Web-ready file only)	\$200 per ad	Clients have the option of purchasing a Creative License for NCM-produced cinema ads: - <b>The fees shown are non-negotiable and cannot be waived.</b> - Some restrictions apply, and assumes delivery of files via NCM Aspera Faspex.  Visit <a href="http://adspecs.ncm.com/content/files/CreativeLicenseInfo.pdf">http://adspecs.ncm.com/content/files/CreativeLicenseInfo.pdf</a> for more info
Creative License: Gold (HD Master + web-ready files)	\$350 per ad		
DIGITAL	Cross Platform Banners: NEW Design	\$300	Static Online & Mobile banner ads produced by NCM include 4 layouts: • <b>Leaderboard</b> (728x90 pixels), <b>MREC</b> (300x250 pixels), <b>Wide Skyscraper</b> (160x600 pixels) and <b>Mobile Leaderboard</b> (320x50 pixels). - After production is completed, <b>revisions ARE NOT permitted.</b>  For more info visit: <a href="http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf">http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf</a>
	Cross Platform Banners: from NCM Animation	\$200	
	Cinema Accelerator	Media Buy Minimum: \$1000	Allows video spots to be run on digital platform.

\* Turn-around time is an estimate and may vary depending on a variety of factors, including communication and revision requests.

Per contractual and licensing agreements, original stock photos, voice-over recordings, background music, and/or other creative assets used in the production of an ad cannot be provided to clients.