



# NCM Creative Services

## GUIDELINES

### NCM Creative Services

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# Animated Ads

We know cinema! Use NCM Creative Services to produce "Animated" (Motion Graphics) 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/regional-advertising>

<b>Why Are You Advertising?</b>	- Use the Creative Brief to answer this question and more...Simplicity is the key to an effective ad.
<b>On-Screen Text (Ad Copy)</b>	<ul style="list-style-type: none"> <li>- <b>DO NOT</b> include everything you do/offer/supply</li> <li>- <b>DO</b> keep your information short and concise</li> <li>- <b>Recommended:</b> :15 ad = 26 words max / :30 ad = 50 words max</li> </ul>
<b>Voice Over Script</b>	<ul style="list-style-type: none"> <li>- <b>Recommended:</b> Reinforce the text shown on-screen, but more conversational</li> <li>- <b>Required:</b> :15 ad = :13 max length / :30 ad = :28 max length</li> <li>- Specify gender and tone of voice</li> <li>- Need help writing a script? Ask your Producer... we are here to help you!</li> </ul>
<b>Music Selection (Optional)</b>	- Select audio from <a href="http://adspecs.ncm.com/audio-MP3">http://adspecs.ncm.com/audio-MP3</a>
<b>Direction / Other Information</b>	- 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.

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

## 3 Asset Delivery

<b>Email</b>	<ul style="list-style-type: none"> <li>- If attachments are &lt;25MB per email</li> <li>- For best results, email your Producer directly after they've contacted you.</li> </ul>
<b>Upload</b>	- Upload files via <b>Aspera FASPEX™</b> digital delivery.*
<b>Other File Transfer Services</b>	<ul style="list-style-type: none"> <li>- If you have your own FTP site, DropBox, Hightail, WeTransfer or similar services, please let your Producer and AD know.</li> <li>- Links to drives and folder must be accessible and obvious. Links to multiple sub-folders will be rejected.</li> </ul>

\* Ask your Producer for more information. Links to network folders or drives must be obvious and directly accessible. ALL assets/contents are subject to review, and may result in rejection or restriction.

Visit [http://adspecs.ncm.com/regional-advertising/faq\\_cs](http://adspecs.ncm.com/regional-advertising/faq_cs), or contact your Account Director or Producer.

# Digital Ads

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**

<b>Leaderboard</b> (728x90)	<b>MREC</b> (300x250)	<b>Wide Skyscraper</b> (160x600)	<b>Mobile Leaderboard</b> (320x50)
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## Required Creative Assets and Info

<b>Logo(s)</b>	<ul style="list-style-type: none"> <li>- <b>Vector format .AI or .EPS files are preferred.</b></li> <li>- Raster file formats (.jpg .png .tif .psd) will be reviewed on a case-by-case basis.</li> <li>- <b>TIP:</b> If you have horizontal and vertical/stacked logos, send both/all.</li> </ul>
<b>Photo(s)</b>	<ul style="list-style-type: none"> <li>- 1-3 photos (typically does not need to exceed 1024x800 pixels)</li> <li>- <b>File types: .jpg, .png, .tif, .psd (.gif files not recommended)</b></li> <li>- NCM can typically use the same photos used in NCM animated cinema ads, if applicable.</li> <li>- Stock photos at <a href="http://www.iStockPhoto.com">http://www.iStockPhoto.com</a> are available FREE of charge for NCM ads.*</li> <li>- <b>TIP:</b> DO NOT embed images in email, MS Office docs, etc.</li> </ul>
<b>Copy (Text Displayed on Banner)</b>	<ul style="list-style-type: none"> <li>- <b>Limit to 10 words max if possible. Simlicity is the key to an effective ad.</b></li> <li>- <b>TIP:</b> 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.</li> </ul>
<b>Click-Thru URL</b>	<ul style="list-style-type: none"> <li>- The provided URL <b>MUST BE LIVE/ACTIVE</b>. Only one URL per set of banners, please.</li> <li>- <b>TIP:</b> You many 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.</li> </ul>

## Asset Delivery

<b>Email</b>	- <25MB file attachment limit
<b>Upload</b>	- Upload files via <b>Aspera FASPEX™</b> digital delivery.*
<b>Other File Transfer Services</b>	- If you have your own FTP site, DropBox, Hightail, WeTransfer or similar services, please let your Producer and AD know.

\* Ask your Producer for more information. Links to network folders or drives must be obvious and directly accessible. ALL assets/contents are subject to review, and may result in rejection or restriction.

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