

National Advertising Guidelines and Specifications

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IMPORTANT! This form provides the engineers with valuable information needed to successfully complete your project and **MUST** be submitted with your media. Please fill out form to the best of your ability. Incomplete information may result in a delay of processing of your media and can affect your start date.

Date: _____ Contact Name: _____

Company: _____

Email: _____ Phone: () _____

Notes: _____

MEDIA SOURCE and FILE SPECIFICS (PLEASE CHECK THE APPROPRIATE BOXES - this will help if Media gets separated from this form.)

Tape Type:	<input type="checkbox"/> D5	<input type="checkbox"/> HDCAM/SR	<input type="checkbox"/> HDCAM	<input type="checkbox"/> HDV
	<input type="checkbox"/> Digibeta	<input type="checkbox"/> DVCAM	<input type="checkbox"/> MiniDV	<input type="checkbox"/> Beta SP
Other Media:	<input type="checkbox"/> Hard Drive	<input type="checkbox"/> USB Thumb Drive	<input type="checkbox"/> DVD / CD	<input type="checkbox"/> Other
Digital File:	<input type="checkbox"/> QuickTime .mov	<input type="checkbox"/> .avi		
Compression:	<input type="checkbox"/> Uncompressed	<input type="checkbox"/> Apple ProRes 422HQ	<input type="checkbox"/> Animation	<input type="checkbox"/> Other _____
Resolution:	<input type="checkbox"/> 1920 x 1080	<input type="checkbox"/> 1280 x 720	<input type="checkbox"/> 720 x 480 (letterbox or 16:9 anamorphic squeeze)	
Frame Rate:	<input type="checkbox"/> 59.94 (HD)	<input type="checkbox"/> 24 (HD)	<input type="checkbox"/> 23.98 (HD)	<input type="checkbox"/> 29.97 (SD)
Audio:	<input type="checkbox"/> 5.1 w/ Lt/Rt	<input type="checkbox"/> 5.1 only	<input type="checkbox"/> Lt/Rt only	<input type="checkbox"/> L/R Stereo

VIDEO SOURCE INFO (PLEASE CHECK THE APPROPRIATE BOXES)

# of Ads on Media:	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> Other _____
Spot Runtime:	<input type="checkbox"/> :15	<input type="checkbox"/> :30	<input type="checkbox"/> :45	<input type="checkbox"/> :60					
	<input type="checkbox"/> :90	<input type="checkbox"/> 1:20	<input type="checkbox"/> Other _____						

WHERE TO SHIP MATERIALS and CONTACT INFORMATION - A Master Clone Tape, or other acceptable media format listed above must be shipped to the following address(es) for processing. If you are advertising on both the Digital and the Film networks, separate media must be shipped to both locations. NOTE: DVD-R & Hard Drives are NOT a media option available to ship to CINEMA CONCEPTS.

For DIGITAL Contracts
NATIONAL CINEMEDIA, LLC
 Attn: **Christine Alducin**, National Accounts
 9110 E. Nichols Avenue, Suite 200
 Centennial, CO 80112-3405
 P: 303-792-8637

For Non-Digital / FILM Contracts
CINEMA CONCEPTS
 Attn: Teresa Dickey, NATIONAL ACCOUNTS
 2030 Powers Ferry Rd., SE, Suite 214
 Atlanta, GA 30339
 P: 770-956-7460

Cinema Creative Overview

NCM's Firstlook is viewed by nearly 700 million viewers per year. The visual and audio elements of cinema offer you the ability to tell stories, entertain, engage, and educate your audience in ways that no other advertising medium can.

NCM recommends that you keep these three building blocks in mind as you develop creative for your cinema campaign:

- **Relevance** – give the audience something consistent with their cinema expectation of quality storytelling, cinematic style, tone and pacing, and audio that adds impact to the visual message.
- **Entertainment Value** – deliver something to the audience that informs and entertains as opposed to over promotes and sells.
- **Enhance Movie-Going** – your campaign should increase the entertainment dosage for the audience while increasing mindshare.

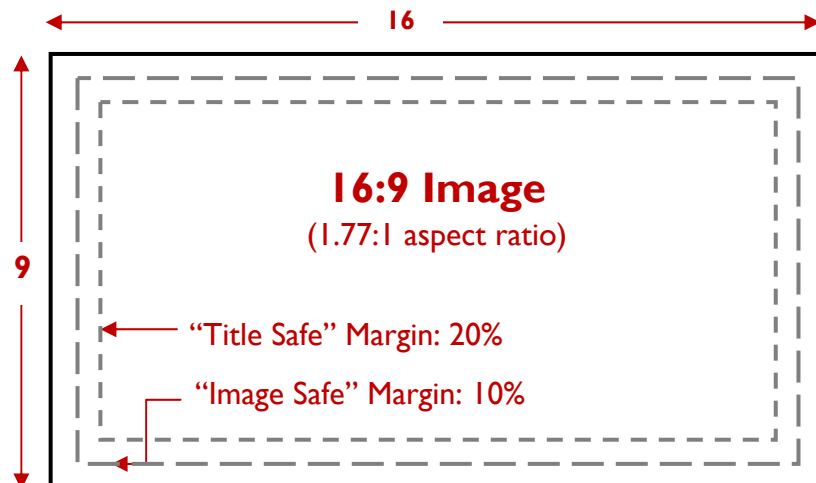
Aspect Ratio, Title Safe and Image Safe Margins

All media must conform to the 16:9 (1.77:1) aspect ratio in order to provide a seamless, cinematic entertainment experience to the audience, and to maintain the cinema environment. *(see diagram below)*

Do not place chyron, copy, or essential elements outside of the Title Safe Margin.

Elements that fall outside of the Title Safe Margin may be cropped off by the projectors overscan, or over-projection.

Image information should extend to the full extent of the image area. If letterboxing the 16:9 image in a 4:3 frame, do not extend graphic elements over the upper and lower black bars ("cinema bars").



Source Tape & Video Delivery Formats

NCM prefers HD videotape source. Client should provide **ONE Master Clone Tape** built in 16:9 aspect ratio with audio type and channel designations clearly labeled. Tape formats are listed in order of preference.

Tape Formats	Recording Formats & Frame Rates	Audio	Required Frame Size
	<i>Preferred</i>	<i>Accepted</i>	
HD	Panasonic HD-D5	1080psf@23.98 / 1080i@59.94 / 720p@59.94	5.1 with Lt/Rt
	Sony HDCAM SR	1080psf@23.98 / 1080i@59.94 / 720p@59.94	5.1 with Lt/Rt
	Sony HDCAM	1080psf@23.98 / 1080i@59.94	2 channel Lt/Rt*
	Sony HDV	1080i@59.94	2 channel Lt/Rt*
SD	Sony DigiBeta	480i@29.97	2 channel Lt/Rt*
	Mini DV/DVCAM		
	Sony Beta SP		
			Full Frame 16x9 image, corner-to-corner
			Letterbox or Anamorphic Squeeze**

*5.1 audio can be provided on a separate disc in 48 kHz 24 bit .wav provided that there is 2-pop video sync on the provided tape

**Anamorphic Squeeze is a 16:9 edge-to-edge image expanded into a 4:3 image area.

(Full frame 4x3 could be subject to cropping and manipulation)

Alternative HD Source Delivery

NCM allows HD material to be provided as a **Quicktime file** on Data DVD-R, Portable Hard Drive, USB Flash Drive/Thumb Drive or DigiDelivery (**NO need to ship a a tape!**) when adhered to the following specifications:

Video

Compression: Compression: "Apple ProRes 422HQ", "Animation" or "None/Uncompressed"

Quality: Best

Dimensions: 1280 x 720, or 1920 x 1080

Frame Rate: 59.94 or 29.97

Audio

Format: PCM (.wav or .aif) • **Sample Rate:** 48 kHz • **Sample Size:** 24 bit preferred (16-bit accepted)

Channels: 5.1 and/or Lt/Rt

*All source deliverables must contain 30 seconds of color bars before spots play,
1 kHz tone, 2-POP sync point, spot slate and 2-seconds of video black before and after each spot.*

**All media will be converted to 720p / 59.94, using the CIE Rec 709 color standard,
with Surround Lt/Rt audio playback.**

Audio Specs

The table below references all acceptable audio formats. **In all cases, audio will be mixed and decoded to a Cinema Surround Lt/Rt playback scheme.**

<p>Discrete 5.1 Channel*</p> <p><small>*Down-mixes to LT/RT in theater environment</small></p>	<p>Best Quality</p>	<p>Providing discrete channels allows for better control over the audio. Channel Designation: 1=Left, 2=Right, 3=Center, 4=LFE (sub), 5=Left-Surround, 6=Right-Surround, (Optional but preferred: 7=Lt, 8=Rt)</p> <p>If you cannot provide your 5.1 mix on tape please submit as individual mono 48kHz .wav files. Clearly identify each file as to the channel it represents (i.e. L,C,R,LFE,Ls,Rs) on disc.</p>
<p>Dolby Pro Logic Lt, Rt</p>	<p>Very Good</p>	<p>Consists of 2 channel audio encoded with Dolby Pro Logic. This audio will provide both Left total (Lt) and Right total (Rt) sound channels, and decode into Left, Center, Right and mono Surround on the fly.</p>
<p>Stereo Sound</p>	<p>Good</p>	<p>Consists of 2 channel discrete audio. If submitting for a 5.1 live event, the content must be converted or up-mixed to surround. Stereo sound may not enable all speakers in the theater.</p>
<p>Mono Sound</p>	<p>Poor</p>	<p>DO NOT USE. This will result in low quality playback quality in the NCM theatres. Sound will only come out of the center channel speakers.</p>

Note: NCM does not require a Dolby certified mix in any case.

Common Source Rejection Issues

- **Pillarboxed 4:3 video image** - when black bars are placed to the sides of the video image in order to fill the 16:9 raster. *(see example to the right)*
- **Full-frame, 4:3 video image that cannot be cropped to 16:9 aspect ratio**
- **Heavy or over interlaced video image**
- **Player DVD's** – .vob compressed files that playback on set top DVD players.
- **VHS tape**
- **Adobe Flash Files** (.swf, .fla, .flv)



Questions? Contact your NCM representative or call **I-800-SCREEN I**

Guidelines for Best Possible Creative Results

Producing high-quality, high-impact, cinematic content is easy with the right approach to your content production and delivery. Following the tips below will ensure that your content optimizes the NCM cinema environment.

- **Produce in High Definition from capture to delivery** – this will enhance color space, resolution, motion, and image quality while reducing artifacts. If you shot in film and are doing a Telecine transfer, transfer to a HD format such as 720P/59.94 or greater.
- **Mix your audio for the cinema** –
 - Provide 5.1 discrete audio as well as an LtRt mix. This allows NCM the ability to compare and sometimes fold down your 5.1 mix into an LtRt. This guarantees you the best possible sound in the cinema.
 - When mixing in 5.1 or LtRt, it is recommended that you boost the surround channels an additional 4 to 6 dB in order to fill out the surround channels better in the large environment.
 - Many auditorium sub woofers are set up on crossovers of 100Hz or lower so take that into consideration when setting up your bass management.
 - Final playback in the auditorium will be 75-78 dBc average on an SPL meter. We recommend using this as a guide when mixing your audio.
 - NCM does not have a loudness measurement requirement. However, we prefer content that does not exceed –06 dBFS. If using an LEQ meter it should not exceed –24 LEQ.
- **Use light bright colors** - be mindful of color space in capture and editing and try to build your spots so that they have a bright and brilliant presentation. There are several factors at work that degrade quality in darker footage (night scenes, dark interiors) and compression tends to collapse extreme values in luminance to fewer colors. This in affect reduces resolution and detail in those values. Try to get light into backgrounds of dark shots and use “night blue” light wherever possible.
- **Provide CG Game Graphics instead of Runtime Captured Game Graphics** – The resolutions and color depth of most games does not lend itself to high quality image presentations on our large screens. CG (computer graphics) tends to offer far better images. It is often thought that presenting CG graphics instead of actual captured game footage is not truthful in representing game graphic quality. Remember, most gamers are not playing on 45 to 70 foot screens. Scaling your captured graphics to that size can do an injustice to the actual game footage. Use CG.
- **Avoid long panning shots** – while 60fps (59.94) allows for a much better pan result than film or standard video, large pans are hard on the audience. If your content originated in film, long pans will accentuate negative motion effects.
- **Try to leverage “Anamorphic 16:9”** techniques in SD capture and post if you intend to deliver an SD tape format. It supports approximately 80 additional lines of resolution (20%) that can be helpful in creating better quality in the up-conversion process to HD.

G & PG-Rated Guidelines

G General Audiences -- Signifies that the film rated contains nothing most parents will consider offensive for even their youngest children to see or hear.

PROHIBITED SUBJECT MATTER:

Adult-oriented subject matter

Nudity • Sex scenes • Sensuality

Promotes illegal activity

Drugs • Alcohol • Promotes alcohol • Tobacco use

Promotes the use of tobacco, sexual aids, birth control, firearms, weapons or similar products

Aggressive • Violence - Explosions or guns

Gambling • Promotes gambling

Scary • Spooky

Shocking

Obscene language • Confrontational dialogue

Constitutes religious advertising except on a local basis, exhibiting time and location for local church services

3rd party pass-through

DVD – cannot promote until 4 months after movie release date

Video-on-Demand – cannot promote until 4.5 months after movie release date

MPAA Green Banner or imitation thereof, unless copyright use has been granted and written proof is supplied

Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships

Anything that reflects negatively on circuit or adversely affects attendance as determined in circuits reasonable discretion

PROHIBITED TONALITY AND TEXTURE:

Any stylistic approach to any subject matter that presents in a dark, threatening, scary, aggressive or alarming manner may be deemed inappropriate for G-rated audiences.

Text Messaging:

Select circuits allow the following 2 text messaging opportunities:

1. Active - Call to Action- "text WIN to 55555"

2. Passive - "text 1234 for more information," Tag must be limited to :03-:05 at the end of the spot

Please contact your sales person for more details

Political advertising is permitted in select circuits with the following criteria:

- Generic "get-out-the-vote" messages
- Ads may only be neutral or positive---- we will not accept negative or slanderous ads
- Maximum of three political ads with optimum level of two in any given preshow
- Will play 10-20 minutes prior to Showtime (Segment 2,3 or 4)

Promotion of a Movie:

Any promotion of a movie with a specific rating, will only be shown to audiences of the same rated movie (or higher) or one rating below.

Promotional Tags:

Limit to 5 seconds per piece (including logo bug)

You may promote date and time, but may not state the days, "Friday" or "Saturday" spelled out, but use of a specific date is permitted:

Ex: "Coming September 12th at 5pm on NCM"

Ex: "Coming Tuesdays on NCM"

Review process:

If your creative piece has any content you feel may be questionable for all audiences, or the rating specific to your contract, please bring to our attention early in the creative process, so we can review and provide feedback. You may send story boards, demo tape or rough cut for advanced preview.

We will notify you immediately of any questions or concerns, so there is sufficient time for appropriate changes to be made to help ensure initial start date.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR G/PG-RATED AUDIENCES.

*Please note the more stringent requirements for G/PG audiences are due to the captive environment and cinematic presentation.

PG13-Rated Guidelines

PG-13 Parents Strongly Cautioned -- Rough or persistent violence is absent; sexually-oriented nudity is absent; some limited scenes of drug use may be seen; minimal use of one of the harsher sexually-derived words may be heard.

PROHIBITED SUBJECT MATTER:

Nudity in sexual context
Drugs in an explicit manner
Graphic or excessive Violence
Excessive and frequent use of obscene and vulgar language
3rd party pass-through
DVD – cannot promote until 4 months after movie release date
Video-on-Demand – cannot promote until 4.5 months after movie release date
Promotes illegal activity
Promotes the use of tobacco, sexual aids, birth control, firearms, weapons or similar products
Promotes alcohol
Constitutes religious advertising except on a local basis, exhibiting time and location for local church services
Constitutes political advertising or promotes gambling
MPAA Green Banner or imitation thereof, unless copyright use has been granted and written proof is supplied
Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships
Anything that reflects negatively on circuit or adversely affects attendance as determined in circuits reasonable discretion

Text Messaging:

Select circuits allow the following 2 text messaging opportunities:

1. Active - Call to Action- “text WIN to 55555”
2. Passive - “text 1234 for more information,” Tag must be limited to :03-:05 at the end of the spot

Please contact your sales person for more details

Political advertising is permitted in select circuits with the following criteria:

- Generic “get-out-the-vote” messages
- Ads may only be neutral or positive---- we will not accept negative or slanderous ads
- Maximum of three political ads with optimum level of two in any given preshow
- Will play 10-20 minutes prior to Showtime (Segment 2,3 or 4)

Promotional Tags:

Limit to 5 seconds per piece (including logo bug)

You may promote date and time, but may not state the days, “Friday” or “Saturday” spelled out, but use of a specific date is permitted:

Ex: “Coming September 12th at 5pm on NCM”

Ex: “Coming Tuesdays on NCM”

Review process:

If your creative piece has any content you feel may be questionable for PG13 audiences, or the rating specific to your contract, please bring to our attention early in the creative process, so we can review and provide feedback. You may send story boards, demo tape or rough cut for advanced preview.

We will notify you immediately of any questions or concerns, so there is sufficient time for appropriate changes to be made to help ensure initial start date.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR PG13-RATED AUDIENCES.

R-Rated Content Guidelines

R Restricted -- An R may be assigned due to, among other things, a film's use of language, theme, violence, sensuality, or its portrayal of drug use.

PROHIBITED SUBJECT MATTER:

Excessive use of extreme and explicit sexual content

Extremely graphic gore or excessive strong and gruesome violence

3rd party pass-through

DVD – cannot promote until 4 months after movie release date

Video-on-Demand – cannot promote until 4.5 months after movie release date

MPAA "X" or NC 17 or equivalent

Promotes illegal activity

Promotes the use of tobacco, sexual aids, birth control, firearms, weapons or similar products

Constitutes religious advertising except on a local basis, exhibiting time and location for local church services

Constitutes political advertising or promotes gambling

MPAA Green Banner or imitation thereof, unless copyright use has been granted and written proof is supplied

Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships

Anything that reflects negatively on circuit or adversely affects attendance as determined in circuits reasonable discretion

Text Messaging:

Select circuits allow the following 2 text messaging opportunities:

1. Active - Call to Action- "text WIN to 55555"

2. Passive - "text 1234 for more information," Tag must be limited to :03-:05 at the end of the spot

Please contact your sales person for more details

Political advertising is permitted in select circuits with the following criteria:

- Generic "get-out-the-vote" messages
- Ads may only be neutral or positive---- we will not accept negative or slanderous ads
- Maximum of three political ads with optimum level of two in any given preshow
- Will play 10-20 minutes prior to Showtime (Segment 2,3 or 4)

Promotional Tags:

Limit to 5 seconds per piece (including logo bug)

You may promote date and time, but may not state the days, "Friday" or "Saturday" spelled out, but use of a specific date is permitted:

Ex: "Coming September 12th at 5pm on NCM"

Ex: "Coming Tuesdays on NCM"

Review process:

If your creative piece has any content you feel may be questionable for R audiences, or the rating specific to your contract, please bring to our attention early in the creative process, so we can review and provide feedback. You may send story boards, demo tape or rough cut for advanced preview.

We will notify you immediately of any questions or concerns, so there is sufficient time for appropriate changes to be made to help ensure initial start date.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR R-RATED AUDIENCES.

LEN Content Guidelines

LEN- National CineMedia's Lobby environment must be comfortable for the entire family

PROHIBITED SUBJECT MATTER:

No R-rated programming
 Nudity • Sex scenes • Sensuality
 Drugs • Alcohol • Promotes alcohol • Tobacco Use
 Promotes the use of tobacco, sexual aids, birth control, firearms, weapons or similar products
 Excessive Violence
 Obscene language • Confrontational dialogue
 Gambling
 3rd party pass-through
 DVD – cannot promote until 4 months after movie release date
 Video-on-Demand – cannot promote until 4.5 months after movie release date
 Adult-oriented subject matter
 Promotes illegal activity
 Constitutes religious advertising except on a local basis, exhibiting time and location for local church services
 Constitutes political advertising or promotes gambling
 MPAA Green Banner or imitation thereof, unless copyright use has been granted and written proof is supplied
 Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships
 Anything that reflects negatively on circuit or adversely affects attendance as determined in circuits reasonable discretion

**Green Band PG13 material is acceptable

PROHIBITED TONALITY AND TEXTURE:

Any stylistic approach to any subject matter that presents in a dark, threatening, aggressive or alarming manner may be deemed inappropriate for LEN audiences.

Text Messaging:

Select circuits allow the following 2 text messaging opportunities:

1. Active - Call to Action- "text WIN to 55555"
2. Passive - "text 1234 for more information," Tag must be limited to :03-:05 at the end of the spot

Please contact your sales person for more details

Political advertising is permitted in select circuits with the following criteria:

- Generic "get-out-the-vote" messages
- Ads may only be neutral or positive---- we will not accept negative or slanderous ads
- Maximum of three political ads with optimum level of two in any given preshow
-

Promotional Tags:

Limit to 5 seconds per piece (including logo bug)

You may promote date and time, but may not state the days, "Friday" or "Saturday" spelled out, but use of a specific date is permitted:

Ex: "Coming September 12th at 5pm on NCM"

Ex: "Coming Tuesdays on NCM"

Review process:

If your creative piece has any content you feel may be questionable for LEN audiences, or the rating specific to your contract, please bring to our attention early in the creative process, so we can review and provide feedback. You may send story boards, demo tape or rough cut for advanced preview.

We will notify you immediately of any questions or concerns, so there is sufficient time for appropriate changes to be made to help ensure initial start date.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR LEN AUDIENCES.