

MEDIA SERVICES		RATES	DESCRIPTION
DIGITAL	Completed Cross Platform Banners	FREE	<ul style="list-style-type: none"> Must be submitted per NCM specifications For more info, visit: http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf
	Completed Cross Platform Video	FREE	

CREATIVE SERVICES		RATES	DESCRIPTION
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15-BUSINESS-DAY TURN-AROUND TIME*

VIDEO AD	:15 Video Ad	\$375 (Without Voice-Over) \$525 (With Voice-Over)	Includes ONE voice-over recording AND royalty-free music when purchased "With Voice-Over". Revision Policy: <ul style="list-style-type: none"> 2 rounds of minor "visual" revisions are allowed DURING the production process. Excessive revisions will incur additional fees, including a \$50 charge per VO re-recording, minimum. After production is completed, revisions ARE permitted for a fee (see "Ad Revision" below). For more info, visit: http://adspecs.ncm.com/content/files/NCM_Animated_Spec.pdf
	:30 Video Ad	\$650 (Without Voice-Over) \$775 (With Voice-Over)	
	:45 Video Ad	\$975 (With Voice-Over)	
	:60 Video 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 <ul style="list-style-type: none"> NCM cannot "revise" an externally produced ad since the original source files are not provided. NCM may be able to "mask" the unwanted items, but is subject to creative review.
	Ad Tag	\$150	AD TAG = An end tag addition to an ad, typically TEXT placed at the end of an ad. <ul style="list-style-type: none"> 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 "With VO" it includes only ONE VO talent recording per ad. <ol style="list-style-type: none"> This fee applies when a VO re-recording is required DURING the production process or when an additional VO recording is requested before client approval. Requesting multi-voice, child/character/accent, or similar "special" requests may incur additional fees. Additional production time may be required depending upon complexity of request.
	Minor Text Revision	FREE	<ul style="list-style-type: none"> Minor text revisions are for NCM video ads during the original contract period. This free service is LIMITED TO ONE TEXT REVISION per quarter. If a text revision is requested for a NEW contract period, please see "Ad Revision" above. 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.
	Custom Creative Services	Call for Quote	Includes video editing/embedding, 3D models, additional rendering/visual effects, etc. <ul style="list-style-type: none"> Cost = \$250/hr (typically 2-hour 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 (Web-ready files)	\$200 per ad	Clients have the option of purchasing a Creative License for NCM-produced video ads: <ul style="list-style-type: none"> The fees shown are non-negotiable and cannot be waived. Some restrictions apply and assumes delivery of files via NCM Aspera Faspex. Visit http://adspecs.ncm.com/content/files/CreativeLicenseInfo.pdf for more info.
DIGITAL	Cross Platform Banners: NEW Design	\$300	Static online and mobile banner ads produced by NCM include 4 layouts: <ul style="list-style-type: none"> Leaderboard (728x90 pixels), MREC (300x250 pixels), Wide Skyscraper (160x600 pixels), and Mobile Leaderboard (320x50 pixels) After production is completed, revisions ARE NOT permitted. For more info, visit: http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf
	Cross Platform Banners: from NCM Animation	\$200	
	Cross Platform Video: Digital from Onscreen	FREE* *Media Buy Minimum: \$1000	

*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.