



Promotions

GUIDELINES AND INFORMATION

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General Information

Turnkey Promotions

Acceptable file extensions:

- Adobe Illustrator: .ai, .eps
- Adobe InDesign: .indd
- Adobe Photoshop: .psd, .tif

All files and fonts must be included.

All of the images must meet resolution standards — 300 dpi for small format and 100 dpi for large format prints (at final size).

All files will be reviewed for quality and may be rejected if not provided to spec.

Client-produced Promotions

Acceptable file extensions:

- .jpg
- .pdf

Concessions Programs

Layered artwork in BOTH Adobe Illustrator and Adobe Photoshop is required

- InDesign is not an acceptable file format for Concessions Programs

Creative Guidelines

Be sure to include all native/source file(s) including:

- All placed/linked graphics files
- All fonts used in the design (even if they are embedded or outlined)
- All screen and printer fonts used, including those embedded into linked or AI files

Files must be layered

1/4" bleeds built into files

All images CMYK, 100 dpi at final size

All files will be reviewed for quality and may be rejected if not provided to spec.

We prefer Adobe Creative suite be used when possible. This includes:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat

Note: Always include a digital proof of what your image looks like.



Banners

Hang your banner in high traffic areas of our lobbies.

- Spec size: 6' wide x 4' high. Only one per theater.



Counter Cards

Promote upcoming events and promotions in high traffic areas of our theaters. **Quantity: One (1) to three (3) per theater based on lobby size.**

- Spec size: 13" wide x 16.5" high x 4" deep



Danglers

Place your message on a two-sided dangler that will hang in the theater lobby.

- Spec size: 18" wide x 24" high. 2-3 are allowed per theater.



Exit Sampling

Showcase new sample products in a free standing display or hand moviegoers special incentives as they exit the theater.



Lobby Display Standee

A custom display can convey your message while theater patrons are moving through the lobby before and after the movies.

- Spec standee size: 3' wide x 5' high.
- Spec lobby display size: 4' wide x 6' high (interactive and/or require power).



Lobby Tabling / Demo

Set up a table demonstration in our theater lobbies on **Friday, 5pm-10pm; Saturday, Noon-10pm; and Sunday, Noon-8pm.**

- During these times, your representatives can converse with theater patrons and distribute materials, brochures, calendars, etc.



Poster

Place your poster in our lobby poster cases.

- Spec size: 27" wide x 40" high.



Vehicle / Motorcycle Display

Display a new vehicle or motorcycle in the lobby of an NCM theater. Weekly programs available in select theaters. **One (1) vehicle per theater.**

Delivery Information



Upload via Aspera FASPEX™ digital delivery

National Delivery

Visit <http://adspecs.ncm.com/national-advertising/digitaldelivery> for instructions.

Regional Delivery

Visit <http://adspecs.ncm.com/regional-advertising/digitaldelivery> for instructions.*

*Please include the Job # and name of your Account Director.



Upload Questions?

Call the NCM AdSpec Hotline @ 855-4-ADSPEC, option 1