

Welcome to Cinema Advertising with NCM!  
Begin considering your “message” to the audience and follow the instructions that pertain to your particular order.

### OPTION A: NCM Produced 35mm Slide

A Producer will be assigned to help you gather assets, answer questions and make recommendations.  
**You will be required to supply your Producer with some Creative Assets and ad-specific information.**  
Production requires **20 business-days**, and will begin once ALL creative assets (per NCM specs) are received.

- **Logo(s):** Vector format .AI or .EPS files (preferred)  
Smaller images and other file formats may be accepted, but are subject to review. **No logo?** Just tell us...
- **Photo(s):** 1-3 High Quality .JPG files at least 2500 pixels wide (preferred). DO NOT skew/stretch your original images.  
Smaller images and other file formats may be accepted, but are subject to review.  
**No photos?** Search [www.ThinkStock.com](http://www.ThinkStock.com) then provide stock photo #s for us to download FREE of charge.
- **Required Information (via Creative Brief form):**
  - ▶ **Ad Copy:** Written information shown on-screen, including your main message, key points, and contact/location information.  
Recommendation: 26 words or less will keep the audience interested in your message.

#### Rejected Creative Assets

- ⊘ Office (or similar) documents including Word, Excel, PowerPoint and Publisher files.
- ⊘ Low-Quality / Low-Resolution photos or logos (copied from websites, scanned from magazines, etc.)
- ⊘ Printed Stationery or similar documents (business cards, letterheads, faxes, etc.)
- ⊘ Floppy Disks, cassette tapes or any media other than CD, Data-DVD, USB drive or portable Hard Drive.
- ⊘ Adobe InDesign (or similar) files. (PDF files may be accepted, but are subject to review).

### OPTION B: Completed 35mm Slide

You will need to assemble your design in Adobe Photoshop, and forward us the finished design as a JPEG file.  
Externally produced ads require **10 business-days** for Post Production. See your NCM Account Director for deadlines.

**Download** our **35mm Slide PSD Template** from <http://adspecs.ncm.com> (look under REGIONAL ADS > NCM STATIC ADS)

#### Required:

- Image Size: 2200x1466 pixels, 200 pixels/inch, **RGB** color, **JPEG**
- Fill the canvas w/ background elements
- Key elements (graphics and text) must remain within the **Safe Area**
- Must include the **black feathered edge** (see template)

#### Design Recommendations:

- Simplicity is the key to an effective ad
- Limit your ad to 26 words or less
- No more than 3 photos per design

### Delivery Options

#### Option A = NCM Produced 35mm Slide

An NCM Producer will contact you and provide you with e-mail delivery instructions.

If you are providing **LARGE** files (>10MB per e-mail), please request NCM FTP site instructions or shipping information.

#### Option B = Finished Layout w/ a black feathered edge

E-mail your finished JPEG file to your NCM Account Director or send your file on disc along with a copy of your contract to:  
**NCM Media Networks - Attn: Regional Production - 9110 E. Nichols Ave., # 200 - Centennial, CO 80112**



For more information visit <http://adspecs.ncm.com> or call the AdSpec Hotline at **800.828.2828, option 7**