

Our Post Production process requires 10 business days, and will begin once a signed contract and media (per NCM specifications) have been received.

When providing your media/file, please select one of the following options.

HD files/tapes are preferred, but SD files/tapes are accepted. If the following specifications are not met, your ad will be rejected.

Tapes		Formats & Frame Rates	Audio	Frame Size
<i>Listed in order of preference</i>				
HD	HD-D5 (preferred)	1080p @ 23.98 fps (preferred) 1080i @ 29.97 fps / 1080i @ 59.94 fps / 720p @ 59.94 fps	5.1 + Lt/Rt	Full Frame 16:9, corner-to-corner
	HDCAM SR			
	HDCAM	1080p @ 23.98 fps / 1080i @ 59.94 fps / 1080i @ 29.97 fps	Lt/Rt*	
	HDV			
SD	Digibeta	480p @ 29.97 fps / 480i @ 29.97 fps	Lt/Rt*	Letterbox or Anamorphic Squeeze**
	Mini DV			
	Beta SP			

* 5.1 audio can be provided on a separate disc in 48kHz, 24-bit .wav or .aif, as long as there is a 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 4:3 will be subject to cropping or stretching).

Digital Files		Formats & Frame Rates	Audio	Compression / Codec
<i>Listed in order of preference</i>				
HD	QuickTime .mov (preferred)	1280x720 pixels @ 59.94 fps (preferred) 1920x1080 pixels @ 23.98 or 24 fps	PCM, Lt/Rt, 48kHz, 24-bit (16-bit accepted)	ProRes 422HQ
	.avi			Animation (Best Quality, Millions of Colors)
				None / Uncompressed
SD	QuickTime .mov (preferred)	720x480 pixels @ 29.97 fps Letterboxed, 16:9 anamorphic, or 4:3 raster* <i>*Full frame 4:3 will be subject to cropping or stretching</i>	PCM, Lt/Rt, 48kHz, 24-bit (16-bit accepted)	ProRes 422HQ
	.avi			Animation (Best Quality, Millions of Colors)
				None / Uncompressed

Files can be delivered on Disc, Hard Drive, USB Thumb Drive, or using DigiDelivery.

Audio can be provided on a separate disc as 48kHz, 24-bit .wav or .aif.

Common Rejection Issues

- ⊗ **4x3 Pillar-Boxed video**
(black bars on left and right of video frame)
- ⊗ **Key elements outside Title Safe**
(Title Safe = 20% from all outside edges)
- ⊗ **JVC HDV, DVCPPro, DVCPPro HD, Betacam or VHS tapes**
- ⊗ **“Player” DVDs**
If you can watch it on your DVD player/TV, we can NOT use it.
- ⊗ **Flash files (.swf, .fla, .flv)**
- ⊗ **PowerPoint files, web videos, or similar**
- ⊗ **Unsupported codecs**
- ⊗ **Still images (non-video/animation)**

Delivery Options

Be sure to include your NCM Job Number and NCM Account Director's name.

1 SHIP your physical media to:
National CineMedia
ATTN: Regional Production
9110 East Nichols Avenue, Suite 200
Centennial, CO 80112-3405

2 UPLOAD your file via DigiDelivery:
Please contact your NCM Account Director for instructions.
A unique login and password is required for proper trafficking of your spot.

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