

Welcome to Cinema Advertising with NCM!

Begin considering your “message” to the audience and begin gathering Creative Assets based on the options below.

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.**

The production of Animated ads requires **20 business-days**, and will begin once ALL creative assets (per NCM specs) are received.

### OPTION A: Individual Creative Assets

- **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 1920 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: 10-sec ad=16 words / 15-sec ad=26 words / 30-sec ad=50 words
  - ▶ **If you purchased audio...**
  - ▶ **Voice Over (VO) Script:** recorded by a professional Voice Talent.  
Recommendation: Reinforce the information shown as Ad Copy, but in a more conversational tone.  
Requirements: 10-sec ad=8-sec max. / 15-sec ad=13-sec max. / 30-sec ad = 28-sec max.  
Specify Male or Female gender, and preferred “tone” of voice.
  - ▶ **Background Music Selection:** (optional) Select a sample from: <http://adspecs.ncm.com/audio-MP3>

### OPTION B: Layered Photoshop file

Download our PSD Template from <http://adspecs.ncm.com> (look under REGIONAL > NCM ANIMATED ADS)

**Required:**

- Image Size: 1920x1080 pixels, 200 pixels/inch, RGB color
- All Copy, Graphics and Text on separate, organized layers
- Fill the canvas w/ background elements
- Key elements (graphics and text) must remain within Title Safe margins
- Provide any fonts used

**Design Recommendations:**

- Simplicity is the key to an effective ad
- Limit your ad to 26 words
- No more than 3 photos per design
- Provide a detailed storyboard

**If you purchased audio...**

- **Required Information (via Creative Brief form):**
  - ▶ **Voice Over (VO) Script:** recorded by a professional Voice Talent.  
Recommendation: Reinforce the information shown as Ad Copy, but in a more conversational tone.  
Requirements: 10-sec ad=8-sec max. / 15-sec ad=13-sec max. / 30-sec ad = 28-sec max.  
Specify Male or Female gender, and preferred “tone” of voice.
  - ▶ **Background Music Selection:** (optional) Select a sample from: <http://adspecs.ncm.com/audio-MP3>

### 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).

### Delivery Options

Your Producer will 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.

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