


Media Services

Network Implementation Fee (NIF)	\$250* (per ad, per contract)	This fee is imposed on ALL externally produced ads provided to NCM, and covers the cost of ingestion, transcoding, production, QC, and satellite delivery of the ad. This fee has no relation to a Media Buy or contract of sale and is required to implement the ad into the NCM network, and is assessed <u>each time</u> an ad is ingested or delivered. * CPPO members must attach a "CPPO Sticker" to media for CPPO NIF fee to be applied.
35mm Slide Imaging Fee	\$195 / design	NOTE: 35mm Slides are allowed for Non-Digital Theatres ONLY . (No Audio is included or permitted). For more info visit: http://adspecs.ncm.com/regional-advertising
35mm Slide Duplication Fee	\$15 / screen	
Completed Online Banner Ad(s)	FREE	Must be submitted per NCM specifications. For more info visit: http://adspecs.ncm.com/online-advertising > REGIONAL SPECS link
Rush Fee	\$1,000	Applies to NCM produced ads only, and requires prior approval from Production Management. This fee expedites the production process to a 10 business-day turn-around, but does NOT guarantee a start date.

Creative Services

ANIMATION	:15 Animation	(no VO) \$375 or (w/ VO) \$525	20 Business Day turn-around time (minimum) - ONE Voice Over recording <u>and</u> royalty-free music is included when purchased "w/ VO". - 2 Rounds of <u>minor</u> "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.
	:30 Animation	\$650 or \$775	
	:45 Animation w/ VO	\$975	
	:60 Animation w/ VO	\$1,150	
<i>ALL Animation ads include royalty-free, stock background music and can only be used for an NCM cinema ad. (We cannot provide a music file to a client for use elsewhere).</i>			
35MM	35mm Slide: NEW Design	\$175 ea.	20 Business Day turn-around time (minimum) - Only ONE DESIGN per 35mm Media Buy permitted. - All applicable "Media Service" fees noted above are in addition to these Creative Service fees. - A "FREE" slide design DOES NOT apply to Ext. Produced/Completed or Online Banner Ads. - After production is completed, revisions ARE NOT permitted
	35mm Slide: from NCM Animation**	FREE	
<i>**MUST be on the same contract as NCM Animation for discount</i>			
ONLINE & MOBILE	Online Banner: NEW Design	\$525	20 Business Day turn-around time (minimum) Online Banners produced by NCM include 3 STATIC layouts: Leaderboard (728x90 pixels), MREC (300x250 pixels) & Wide Skyscraper (160x600 pixels). - After production is completed, revisions ARE permitted for a fee - see "Ad Revision" below.
	Online Banner: from NCM Animation**	\$275	
	Mobile "Tap 2 Expand" Banner 	\$525	
<i>**MUST be on the same contract as NCM Animation for discount</i>			
10 Business Day turn-around time (minimum) Mobile "Tap 2 Expand" Banner ads are available in 4 Templates. For more info visit: http://adspecs.ncm.com/online-advertising > REGIONAL SPECS link - After production is completed, revisions ARE NOT permitted			
ADDITIONAL CREATIVE SERVICES	Ad Revision	\$200	AD REVISION = REPLACES an existing ad and does NOT run concurrently with another ad. <i>This fee applies ONLY to NCM Animated ads and Online Banner ads - not 35mm Slide Designs.</i> - NCM cannot "revise" an Externally Produced ad since the <u>original</u> source files are not provided. - NCM <u>may</u> be able to "mask" unwanted items, but is subject to creative review.
	Ad Tag	\$150 ea.	AD TAG = A MINOR addition to an ad , typically TEXT placed at the end of an ad. OPTION 1: Text / Logo Tag ONLY OPTION 2: Audio Tag ONLY If BOTH Text/Logo tags and Audio tags are being used, it's an "Ad Revision" for \$200 ea. <i>This fee does NOT apply to 35mm Slide Designs.</i> <ol style="list-style-type: none">1) A "Master" ad must first be produced or provided, with all applicable fees.2) Runs concurrently with other ads for the same client.3) An Ad Tag must be for the same client on the contract of an original "master" ad.4) <i>We cannot "revise" an Externally Produced ad since we do not have the original source files. NCM may Be able to "mask" unwanted items, but is subject to creative review.</i>
	Add-On: Extra VO	\$50 ea.	When an ad is purchased "w/ VO" it includes only ONE VO talent recording per ad. <ol style="list-style-type: none">1) Requesting multi-voice, child/character/accent, or similar "special" requests will incur additional fees.2) This fee also applies when a VO re-recording is required DURING the production process.3) Additional production time may be required depending upon complexity of request. This fee DOES NOT APPLY when adding a VO to a finished ad... See "Ad Tag" or "Ad Revision"
	Add-On: Supplied Audio	\$50	Client-supplied VO and/or music file(s) must be provided per NCM specifications.
	Add-On: Sound Effects	\$100	One or more sound effects may be used. Additional production time may be required depending upon complexity of request.
	Minor Text Revision	FREE	A "Minor Text Revision" REPLACES an existing ad and does NOT run concurrently with another ad. - This FREE service is LIMITED TO ONE REVISION per quarter. [†] - If a text revision is requested for a NEW contract period, please see "Ad Revision" below. <i>- This option does NOT apply to 35mm slides or previous Ad Tags/Revisions.</i> † Ad campaigns requiring multiple text revisions may incur additional fees. Please call for a quote.
	<i>For NCM Animations during the <u>original</u> contract period</i>		
	Custom Creative Services	Call for Quote	Includes video editing/embedding, 3D models, additional rendering/visual effects, etc. Cost = \$250/hr (typically 2/hr 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: <i>This does not include stereoscopic 3D image creation</i>