

MEDIA SERVICES

CINEMA	Network Implementation Fee (NIF)	\$250 per ad	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.
	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.
DIGITAL	Completed Cross Platform Banners	FREE	Must be submitted per NCM specifications. For more info visit: http://adspecs.ncm.com/content/files/RegionalSpec_Digital.pdf
	Completed Cross Platform Video	FREE	

CREATIVE SERVICES

15 Business Day turn-around time**

ANIMATION	:15 Animation	(no VO) \$375 or (w/ VO) \$525	Includes ONE Voice-Over recording and royalty-free music when purchased "w/ VO" Revision Policy - 2 Rounds of <u>minor</u> "visual" revisions are allowed <u>DURING</u> 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. For more info visit: http://adspecs.ncm.com/content/files/NCM_Animated_Spec.pdf
	:30 Animation	\$650 or \$775	
	:45 Animation w/ VO	\$975	
	:60 Animation w/ VO	\$1,150	
ADDITIONAL CREATIVE SERVICES	Ad Revision	\$200	AD REVISION = REPLACES an existing ad and does NOT run concurrently with another ad. <i>This fee applies <u>ONLY</u> to NCM Animated ads and Online Banner ads.</i> - NCM cannot "revise" an Externally Produced ad since the <u>original source files</u> are not provided. - NCM <u>may</u> be able to "mask" unwanted items, but is subject to creative review.
	Ad Tag	\$150	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. 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.</i> NCM may be able to "mask" unwanted items, but is subject to creative review.
	Add-On: Extra VO	\$50	When an ad is purchased "w/ VO" it includes only ONE VO talent recording per ad. 1) This fee applies when a VO re-recording is required DURING the production process or when an additional VO recording is requested before client approval. 2) Requesting multi-voice, child/character/accent, or similar "special" requests will incur additional fees. 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"
	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" above. - <i>This option does NOT apply to previous Ad Tags or Revisions.</i> [†] Ad campaigns requiring multiple text revisions may incur additional fees. Please call for a quote.
	Custom Creative Services	Call for Quote	Includes video editing/embedding, 3D models, additional rendering/visual effects, etc. Cost = \$250/hr (typically 2hr minimum), and requires a quote from the Manager of Creative Production. - Additional fees may apply due to unforeseen issues and/or excessive revision requests. - <i>Note: This does not include stereoscopic 3D image creation</i>
	Creative License: Silver (Web-ready file only)	\$200 per ad	Clients have the option of purchasing a Creative License for most cinema ads: The fees shown are non-negotiable and cannot be waived. - Some restrictions apply, and assumes delivery of files via NCM Transport. - Visit http://adspecs.ncm.com/content/files/CreativeLicenseInfo.pdf for more information
	Creative License: Gold (HD Master + web-ready files)	\$350 per ad	
	DIGITAL	Cross Platform Banners: NEW Design	\$300
Cross Platform Banners: from NCM Animation		\$200	

** Turn-around time is an estimate and may vary depending on a variety of factors, including communication and revision requests. 15 Business Days begins when ALL creative assets and information are received per NCM specifications.

Per contractual and licensing agreements, original stock photos, voice-over recordings, background music, and/or other creative assets used in the production of an ad cannot be provided to clients.