



# NCM Creative Services

## GUIDELINES

### NCM Creative Services

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# Video Ad Specs

We know advertising! Use NCM Creative Services to produce video ads and potentially “Tag” your existing ads. A Producer will assist you throughout the production process, answer questions and make recommendations.

## 1 Creative Brief

This is a critical step to organize your thoughts and ideas so NCM can produce an ad that meets or exceeds your expectations.



Download the NCM Creative Brief at <http://adspecs.ncm.com/local-advertising>

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|--------------------------------------|--|
| <b>Why Are You Advertising?</b>      | - Use the Creative Brief to answer this question and more...Simplicity is the key to an effective ad.  |
| <b>On-Screen Text (Ad Copy)</b>      | - <b>DO NOT</b> include everything you do/offer/supply<br>- <b>DO</b> keep your information short and concise<br>- <b>Recommended:</b> Website, location, etc.   |
| <b>Voice Over Script</b>             | - <b>A professional voice over talent will read your script.</b><br><b>Recommended:</b> Reinforce the text shown on-screen, but more conversational<br>- <b>Required:</b> :15 ad = :14 max length / :30 ad = :28 max length<br>- Specify gender and tone of voice<br>- Need help writing a script? Ask your Producer... we are here to help you! |
| <b>Music Selection (Optional)</b>    | - Select audio from <a href="http://adspecs.ncm.com/audio-MP3">http://adspecs.ncm.com/audio-MP3</a>  |
| <b>Direction / Other Information</b> | - Please provide any unique information, samples, etc. to help us understand your business and advertising desires.  |

## 2 Creative Assets

Once your Creative Brief is finished, gather some creative assets to visually represent your message.

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| <b>Logo(s)</b>   | - Vector format .AI or .EPS files are preferred.<br>- Raster file formats (.JPG .PNG .PNG .PSD) will be reviewed on a case-by-case basis.   |
| <b>Image(s)</b>  | - ≥ 2400 x 1600 pixels, native resolution<br>- DO NOT scale, skew or stretch your original images.<br>- DO send us images < 2400 x 1600 pixels to review, if that is all you have.<br>- Common file types: .JPG .PNG .TIF .PSD (.GIF files not recommended)<br>- Stock photos at <a href="https://www.gettyimages.com/landing/pa-preview/expanded/27297">https://www.gettyimages.com/landing/pa-preview/expanded/27297</a> are available FREE of charge for NCM ads!<br>- Size + Quality matter!<br>- Large, original images = high quality video ads.<br>- Small images may be suitable for online and mobile banner ads.<br>- Images from MS Office docs, websites, printed cards, etc. will be rejected. |
| <b>Advanced Options (for Professional Designers &amp; Agencies only)</b> | - Layered Designs + Storyboards<br>- Download templates, review recommendations and specifications at <a href="http://adspecs.ncm.com/local-advertising/faq_cs">http://adspecs.ncm.com/local-advertising/faq_cs</a><br>- Layered .PSD files preferred, but .AI, .EPS .PDF .TIF & .INDD files may be accepted.*<br>- Provide layouts in 16:9 widescreen and observe safe frames.<br>- Video Footage<br>- Provide video footage to integrate into your ad (possibly for an additional fee).<br>- Video Specs: <a href="http://adspecs.ncm.com/content/files/LocalContentSpec.pdf">http://adspecs.ncm.com/content/files/LocalContentSpec.pdf</a><br>- All media will be reviewed on a case-by-case basis.      |

## 3 Asset Delivery

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|--|--|
| <b>Email</b>                                   | - If attachments are less than 25MB per email<br>- For best results, email your Producer directly after they've contacted you. |
| <b>Upload and Other File Transfer Services</b> | - Upload files via Dropbox, Hightail, WeTransfer, or similar services.   |

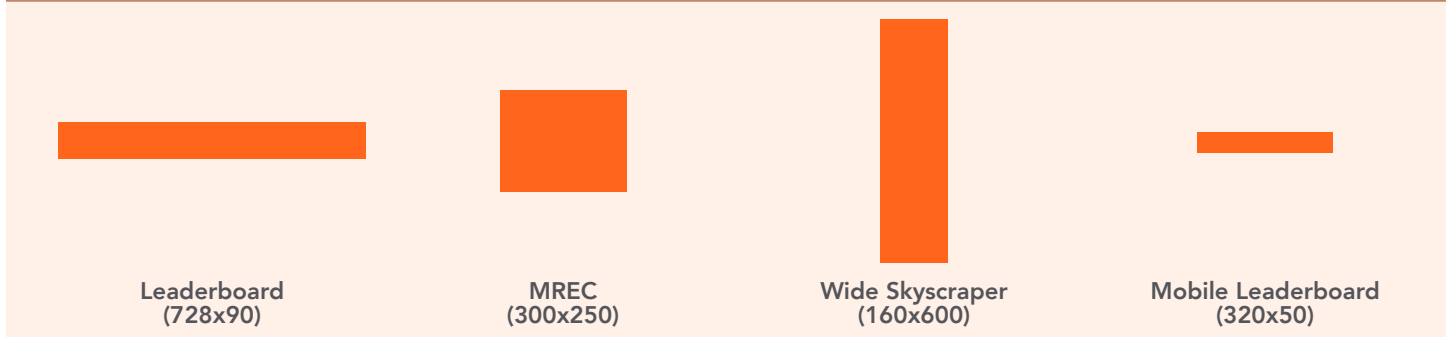
\* ALL assets/contents are subject to review, and may result in rejection or restriction.

Visit [http://adspecs.ncm.com/local-advertising/faq\\_cs](http://adspecs.ncm.com/local-advertising/faq_cs) or contact your Account Director or Producer.

# Digital Ad Specs

We know digital! Use NCM Creative Services to produce your Cross-Platform Digital ads. A Producer will assist you throughout the production process, answer questions, and make recommendations for your ads.

## Scope of Work = 4 Static Banner Designs



## Required Creative Assets and Info

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|--|---|
| <b>Logo(s)</b>                         | <ul style="list-style-type: none"> <li>- Vector format .AI or .EPS files are preferred.</li> <li>- Raster file formats (.JPG .PNG .TIF .PSD) will be reviewed on a case-by-case basis.</li> <li>- TIP: If you have horizontal and vertical/stacked logos, send both/all.</li> </ul>   |
| <b>Photo(s)</b>                        | <ul style="list-style-type: none"> <li>- 1-3 photos (typically does not need to exceed 1024x800 pixels)</li> <li>- File types: .jpg, .png, .tif, .psd (.gif files not recommended)</li> <li>- NCM can typically use the same photos used in NCM video ads, if applicable.</li> <li>- Stock photos at <a href="https://www.gettyimages.com/landing/pa-preview/expanded/27297">https://www.gettyimages.com/landing/pa-preview/expanded/27297</a> are available FREE of charge for NCM ads.*</li> <li>- TIP: DO NOT embed images in email, MS Office docs, etc.</li> </ul> |
| <b>Copy (Text Displayed on Banner)</b> | <ul style="list-style-type: none"> <li>- Limit to 10 words max if possible. Simlicity is the key to an effective ad.</li> <li>- TIP: Do not show a website URL as copy. The Click-Thru action on the banner will redirect users to your URL. You may want to include a "Click Here" button instead.</li> </ul>  |
| <b>Click-Thru URL</b>                  | <ul style="list-style-type: none"> <li>- The provided URL <b>MUST BE LIVE/ACTIVE</b>. Only one URL per set of banners, please.</li> <li>- TIP: You may want to use a "special" URL for your own tracking purposes. If promoting an offer, consider a link to a social media site to enter user info.</li> </ul>   |

## Asset Delivery

|  |   |
|--|---|
| <b>Email</b>                                   | <ul style="list-style-type: none"> <li>- Less than 25MB file attachment limit</li> </ul>                                |
| <b>Upload and Other File Transfer Services</b> | <ul style="list-style-type: none"> <li>- Upload files via Dropbox, Hightail, WeTransfer, or similar services</li> </ul> |

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Visit [http://adspecs.ncm.com/local-advertising/faq\\_cs](http://adspecs.ncm.com/local-advertising/faq_cs), or contact your Account Director or Producer