

# Video Ads

**STEP 1 Creative Brief** Fill out the Creative Brief on page 2. This step helps your producer understand your organization, your services, and your call-to-action, in order to deliver an effective ad.

**STEP 2 Creative Assets\*** These are your visual materials. Gather your creative assets to visually represent your message.

<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> </ul>
<b>Image(s)</b>	<ul style="list-style-type: none"> <li>- At least 2400 x 1600 pixels (contact your producer for help identifying resolution size).</li> <li>- Common file types: .JPG, .PNG, .TIF, .PSD (.GIF files not recommended).</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> </ul>
<b>Video</b>	<ul style="list-style-type: none"> <li>- For NCM video specs, visit: <a href="http://adspecs.ncm.com/content/files/LocalContentSpec.pdf">http://adspecs.ncm.com/content/files/LocalContentSpec.pdf</a></li> <li>- All media will be reviewed on a case-by-case basis.</li> </ul>
<b>Advanced Options (for Professional Designers &amp; Agencies)</b>	<ul style="list-style-type: none"> <li>- Layered Designs + Storyboards                             <ul style="list-style-type: none"> <li>- To design to NCM specs, please download our templates: <a href="http://adspecs.ncm.com/local-advertising/faq_cs">http://adspecs.ncm.com/local-advertising/faq_cs</a></li> <li>- Layered .psd files preferred, but .AI, .EPS, .PDF, .TIF, and .INDD files may be accepted.</li> <li>- Provide layouts in 16:9 widescreen and observe safe frames.</li> </ul> </li> </ul>

**STEP 3 Asset Delivery**

<b>Email</b>	<ul style="list-style-type: none"> <li>- If attachments are less than 25MB per email.</li> <li>- For best results, email your Producer directly after they've contacted you.</li> </ul>
<b>Upload &amp; Other File Transfer Services</b>	<ul style="list-style-type: none"> <li>- Upload files via Dropbox, Hightail, WeTransfer, or similar services.</li> </ul>

*\*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.

# Creative Brief

## On-Screen Text :15 ad = 20 words or less | :30 ad = 40 words or less

What text do you want the audience to see on screen (i.e., website, address, hours, etc.)?

## Voice Over (VO) Script :15 ad = 2 lines of text below | :30 ad = 4 lines of text below

A professional voice over actor will read your script. ONE voice over recording is included using an adult male or female. **Changes to a script AFTER the VO is recorded will cost \$50 minimum per re-recording.** Special requests including Multi-Voice VOs, Character, Child, Accent, etc. may incur additional fees.

### Tips

- Time yourself while reading your script ALOUD at a natural pace.
- The script should sound like a conversation and should reinforce the on-screen text without being identical.
- Spell out numbers and symbols (i.e., "dot com").

1	
2	
3	
4	

<b>Mood</b>	Friendly	Relaxed	Serious	Urgent	Other
<b>Gender</b>	Male	Female			
<b>Background Music (Music Library)</b>	<input type="checkbox"/>				

*\*Our Sound Design team is happy to provide music suggestions.*

## Design Direction and Notes

If you have a vision for your ad, we want to hear your thoughts.

### Next Steps

- SAVE this finished form and email a copy to your Producer.
- Once your information and creative assets have been received, your Producer will review and discuss the next steps with you.
- **Prompt communication between all parties is critical to maintaining deadlines and start dates.**

### Questions?

- Contact your Producer or visit [http://adspecs.ncm.com/local-advertising/faq\\_cs](http://adspecs.ncm.com/local-advertising/faq_cs) for more information.