NCM AMERICA'S MOVIE NETWORK

National Advertising

GUIDELINES AND SPECIFICATIONS

Completed Ads

Media Specs 2

Audio Specs 3

Appendix

A: Cinema Creative Best Practices 4

B: Content Guidelines by Rating 5

C: Common Media Rejection Issues 8

Media Specs

Digital Video Preferred Spec

File Format	Frame Size	Frame Rate	Video Codec	Audio Channels	Audio Codec (uncompressed)	Sample/ bit rate
.mov	1920 x 1080 (1080p)	23.976 (23.98 / 24)	**MAC:** Apple Pro Res 422 HQ **PC:** Avid DNxHD*	5.1 + Lt/Rt	**MAC:** PCM (.aif) **PC:** PCM (.wav)	48kHz/24-bit

Additional Acceptable Video Specs

File Format	Frame Size (Resolution)	Frame Rate (fps)	Video Codec
.mov .avi .mp4	**2K Flat** (1998 x 1080) **2K Full Container** (2048 x 1080) **2K Scope** (2048 x 858) (2048 x 854) **1080p** (1920 x 1080) **HDV** (1440 x 1080) **720p** (1280 x 720) **SD** (720 x 486) (720 x 480) **SD Widescreen** (720 x 404) (720 x 405) (720 x 406)	23.976 23.98 24 29.97 30 59.94 60	Animation Apple Animation Apple ProRes 422 (HQ) Apple ProRes 422 (LT) Apple ProRes 422 Apple ProRes 4444 AVC Coding AVdn Avid DNxHD DVCPro HD 1080i/60 DVCPro HD 1080p/30 DVCPro HD 720p/60 H.264 HDV 1080i60 HDV 1080p30 HDV 720p30 HDV 720p60 Sony XDCAM Uncompressed 10-bit 4:2:2 Uncompressed 10-bit Uncompressed 8-bit 4:2:2 Uncompressed 8-bit None V210 WRAW YUV422

Please Note

- *All media will be converted for playback in the theatre environment by NCM's expert staff using state-of-the-art production tools. NCM's conversion process minimizes unwanted artifacts or interlaced video fields which often occur with software NLE up-conversion methods. ANY formats NOT listed above will be rejected.*
- *Audio tracks are typically included as a complete file, but separate files are accepted.*
- *All files are subject to review and may be flagged/rejected for issues beyond basic file format. The Noovie pre-show is shown in a 16:9 aspect ratio. Any video formats not using a 16:9 aspect ratio will be minimally stretched and/or cropped.*
- *All video needs to have on-screen motion. We will reject static images.*
- *The Avid DNxHD Quicktime codec is available for free at http://avid.force.com/pkb/articles/en_US/download/en423319. If video was shot and edited at 1080p, export your video using the 1080p/23.976 DNxHD (RGB 444) 360 10-bit preset. If this selection is not available, export your video using the 1080p/23.976 DNxHD 175 10-bit preset.*

Audio Specs

PREFERRED **Discrete 5.1 Channel** Down-mixes to Lt/Rt in theater environment	 **Best Quality**	• Providing discrete channels allows for better control over the audio. • Channel Designations: 1=Left, 2=Right, 3=Center, 4=LFE (sub), 5=L-Surround, 6=R-Surround (Optional but preferred: 7=Lt, 8=Rt) • If you have ONLY 5.1 discrete audio (and not Lt/Rt) please provide. • If you cannot provide a 5.1 mix on tape or as a digital file, please submit as individual mono 48 kHz .wav files on disc, but clearly identify each file as to the channel it represents (i.e. L,R,C,LFE,Ls,Rs).
Lt/Rt	 **Very Good**	• Consists of 2-channel matrix Lt/Rt mix (analogous to Dolby Pro Logic). • This audio will provide both Left total (Lt) and Right total (Rt) sound channels and will decode into Left, Center, Right, Sub and Mono Surrounds when decoded at the theater.
Stereo	 **Good**	• Consists of 2-channel discrete audio. • Stereo sound may not enable playback in all speakers in the theater.
Dual Mono **Mono**	 **Poor**	• **DO NOT USE!** Dual Mono is often confused with stereo, but in fact it is the exact same audio in both left and right channels (often caused by not panning audio tracks in video editing software prior to export). • Mono will only come out of the center channel speaker. Either will result in low quality playback in the theater and may be rejected.

Digital Audio Specs

File Format	Channels	Compression	Sample Rate	Sample Size
.wav .aif .mp3	5.1 + Lt/Rt 5.1 Lt/Rt Stereo	PCM (Uncompressed)	48 kHz 44.1 kHz	24-bit 16-bit

**Must be rendered using the Highest Quality setting and should be rendered at a CONSTANT bit rate.*

Please Note

- *There must be some form of audio on every ad — it cannot be silent.*
- *Any client/agency providing audio tracks must have appropriate distribution, sync and/or licensing rights and must be able to provide written documentation and authorization to that end.*
- *NCM does not require a Dolby® certified mix in any case.*
- *All audio tracks are subject to quality and content review.*

Appendix

A: Cinema Creative Best Practices

NCM is America's Movie Network, the largest in-cinema media company in the U.S.

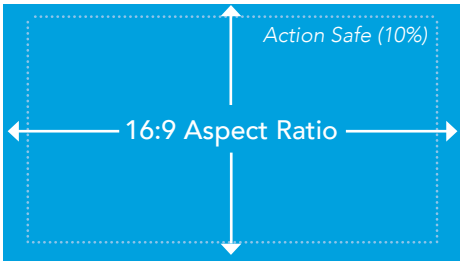
We provide national, regional and local brands access to over 700 million engaged moviegoers annually. Including the movies in your marketing plan has never been more efficient, consistent and turnkey. The visual and audio elements of cinema offer you the ability to tell stories, entertain, and educate your audience in ways that no other advertising medium can.

Best Practices

- **Produce in High Definition 1080p** from capture to delivery: This will enhance the color space, resolution, motion, and image quality while reducing unwanted artifacts. If you shot on film and are doing a Telecine transfer, transfer to 1080p @ 23.98/24 fps.
- **Use bold contrasting colors** to make the visuals "pop": use of dark colored backgrounds and light colored text is best. Ambient light in the theater auditoriums tends to wash-out ads that are very light. Use thick, bold fonts rather than thin, script fonts.
- **Avoid long panning shots:** while 60fps (59.94) allows for a much better pan result than film or standard video, large pans are hard on the audience, especially when the spot is mastered at 24fps for digital cinema system playback. If your content originated in film, long pans will accentuate negative motion effects.
- **Live-action footage frame rate:** edit and render your final spot at the same frame rate that the video was captured at to avoid interlacing and other field issues.
- **DO NOT up-convert your video file(s)** to match NCM's preferred spec. Instead, provide NCM with the original, untouched spot and our professional digital encoding technicians will up-convert it for you.
- **Mix your audio for the cinema:** refer to the "Completed Ads: Audio Specs on page 4 along with the corresponding **Audio Track Requirements** and **Audio Track Recommendations**.
- **Enhance the cinematic experience:** make your advertising spot content concise, relevant and entertaining.
- **Images must have motion**. Because NCM's Noovie Pre-Show is a cinematic experience, Static Images will be rejected

Aspect Ratio and Action Safe

All media must conform to the 16:9 aspect ratio in order to provide a seamless cinematic entertainment experience to the audience.



Aspect	Frame Size	Action Safe
16:9 (HD)	1920 x 1080	1728 x 972
16:9 (HD)	1280 x 720	1152 x 648
4:3 (SD)	720 x 480	648 x 432

Images SHOULD fill the full frame, but DO NOT place chyron, copy, or other essential elements outside the Action Safe margin. Elements that fall outside of the Action Safe margin may be cropped.

Note about Letterboxing SD content: DO NOT extend essential elements or graphics over the upper and lower black bars.

B: Content Guidelines by Rating

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Signifies that the film rated contains nothing most parents will consider offensive for even their youngest children to see or hear.

The promotion or inclusion of the following subject matter is prohibited:

Tonality and Texture

Adult-oriented subject matter. Any stylistic approach that presents a dark, threatening, scary, aggressive or alarming style may be deemed inappropriate for G-rated audiences.

Violence

Realistic or excessive violence, brutality or scary imagery including, but not limited to:

- Blood, wounds, torture, dismemberment, mutations, mutilations, cadavers
- People in jeopardy, being abused, punched, beaten, bound or gagged, references to the death of a child and/or parent, or cruelty to animals.
- Disturbing or frightening scenes, depictions of violence, excessive gunfire and weapons, guns pointed directly at on-screen characters or the audience, people set in explosions

Weapons

Children or youth handling weapons, including, but not limited to guns, knives, hatchets, toy weapons that are realistic in nature

Sexuality

Sexuality, sensuality, nudity, references to rape, molestation, black bars or mechanisms used to conceal inappropriate images for all audiences. Sexual slang, display or discussion of sexual acts or sexual diseases, mention or visuals of birth control methods

Language

Offensive gestures, language (including mouthing of), profanity, use of sound bleeps, sacrilegious language referring to religious figures i.e., "Jesus Christ", "God Damn", etc., reference to bodily functions

General

- No shock advertising
- Illegal activity, alcohol, tobacco and/or drug usage, gambling
- Demeaning references or depictions relating to gender, sexual orientation, religion, race, ethnicity, national origin, physical or mental handicaps
- Religious advertising, with the exception of local places of worship that can exhibit service times and location, as well as displaying a 3rd party pass-through logo
- Movie Release DVDs and Video-On-Demand until 3 months after movie release date
- Use of MPA Green Banner or similar reproductions without the written and signed consent of approval from the MPA for the use thereof
- MPA Red Band Movie Trailers are strictly prohibited
- Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships
- Anything that can be perceived as a negative experience relating to any movie theater circuit or adversely affects attendance in the view of NCM's movie theater circuits' reasonable discretion
- 3rd party advertising pass-through that has not been pre-approved

Ads promoting a movie with a specific rating will only be shown to audiences of the same rated movie (or higher) or one rating below.

Promotional Tags

Promoting dates and times is acceptable, with the exception of "Friday" and/or "Saturday" spelled out. An acceptable usage for promoting dates and times is "Coming September 12th at 5pm on [insert call name]" or "Coming Tuesdays on [insert call name]."

Approval Process

Please send storyboards, scripts, or a rough cut, for advanced review and approval by NCM's approval committee.
Feedback will be provided within 24-48 business hours.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR "G/PG" RATED AUDIENCES.

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PG-13 **Parents Strongly Cautioned — rough or persistent violence and/or sexually-oriented dialogue or nudity is prohibited; limited showing of drug use and/or minimal use of sexually-oriented dialogue may be allowed.**

In an attempt to be sensitive to our movie patrons, the promotion or inclusion of the following subject matter is prohibited:

Tonality and Texture
Adult-oriented subject matter.

Violence
Depictions of strong violence and brutality including, but not limited to:

- Gratuitous images of blood, dismemberment, mutations, mutilations including cadavers
- People in jeopardy, being abused, tortured, beaten, bound, burned or gagged
- Disturbing and/or intensely frightening scenes or images, depictions of rape and molestation, animal abuse, promoting usage of weapons and firearms

Sexuality
Nudity, explicit sexuality, sensuality, nudity, references to rape, molestation, sexual slang, display or discussion of sexual acts, positions, practices, diseases, birth control methods in any form

Language
Offensive gestures, language (including mouthing of), profanity, use of sound bleeps, sacrilegious language referring to religious figures i.e., "Jesus Christ", "God Damn", etc., excessive references to bodily functions

General
- Minors participating in illegal activity, using alcohol, drugs, gambling, sexual situations
- Demeaning references or depictions relating to gender, sexual orientation, religion, race, ethnicity, national origin, physical or mental handicaps
- Movie Release DVDs and Video-On-Demand until 3 months after movie release date
- Use of MPA Green Banner or similar reproductions without the written and signed consent of approval from the MPA for the use thereof
- MPA Red Band Movie Trailers are strictly prohibited
- Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships
- Anything that can be perceived as a negative experience relating to any movie theater circuit or adversely affects attendance in the view of NCM's movie theater circuits' reasonable discretion
- 3rd party advertising pass-through that has not been pre-approved

Promotional Tags
Promoting dates and times is acceptable, with the exception of "Friday" and/or "Saturday" spelled out. An acceptable usage for promoting dates and times is "Coming September 12th at 5pm on [insert call name]" or "Coming Tuesdays on [insert call name]."

Approval Process
Please send storyboards, scripts or a rough cut, for advanced review and approval by NCM's approval committee.
Feedback will be provided within 24-48 business hours.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR "PG13" RATED AUDIENCES.

An "R" rating may be assigned due to a film's use of language, adult themes, violence, sensuality, portrayal of drug use, amongst other things.

In an attempt to be sensitive to our movie patrons, the promotion or inclusion of the following subject matter is prohibited:

Violence
Extreme graphic gore, excessively strong and gruesome violence

Sexuality
Excessive use of explicit sexual content, language and/or profanity

Language
Offensive gestures, language (including mouthing of), profanity, use of sound bleeps, sacrilegious language referring to religious figures i.e., "Jesus Christ", "God Damn", etc., excessive references to bodily functions

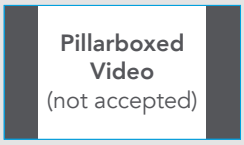
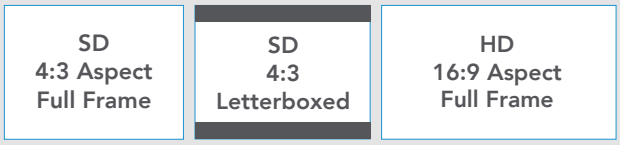
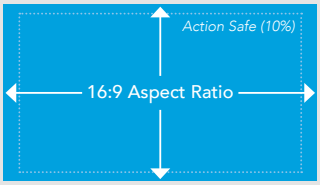
General
- Demeaning references or depictions relating to gender, sexual orientation, religion, race, ethnicity, national origin, physical or mental handicaps
- Movie Release DVDs and Video-On-Demand until 3 months after movie release date
- Use of MPA Green Banner or similar reproductions without the written and signed consent of approval from the MPAA for the use thereof
- MPA Red Band Movie Trailers are strictly prohibited
- Promoting theatres, or other entities that are competitive with circuits or would violate any circuit beverage agreements or exclusive contractual relationships
- Anything that can be perceived as a negative experience relating to any movie theater circuit or adversely affects attendance in the view of NCM's movie theater circuits' reasonable discretion
- 3rd party advertising pass-through that has not been pre-approved

Promotional Tags
Promoting dates and times is acceptable, with the exception of "Friday" and/or "Saturday" spelled out. An acceptable usage for promoting dates and times is "Coming September 12th at 5pm on [insert call name]" or "Coming Tuesdays on [insert call name]."

Approval Process
Please send storyboards, scripts or a rough cut, for advanced review and approval by NCM's approval committee.
Feedback will be provided within 24-48 business hours.

NATIONAL CINEMEDIA MAINTAINS SOLE DISCRETION OF WHAT IS AND IS NOT APPROPRIATE FOR "R" RATED AUDIENCES.

C: Common Media Rejection Issues

	Problem	Solution
Media	**Unsupported Digital Media**	Supply media per NCM specs. See Media Specs on page 3.
Video	**Pillarboxed Video** Placing a 4:3 aspect ratio file within a 16:9 aspect ratio frame  	
Video	**Action Safe** Critical elements like logos and text outside of the Action Safe frame will likely be cropped by the theater screen masking. 	Place all critical elements like logos and text within the Action Safe frame to avoid cropping. See Appendix A: Cinema Creative Best Practices on page 5 for more info.
Video	 **Interlaced Video** **Digital Video Hit** **Rolling Video** **Video Drop-out**	Review and reformat your media per the Media Specs on page 3 of this document. • Re-render • Re-edit • Check Video Signal & Equipment • Check Time Code • Check Frame Rate
Audio	**Audio Drop Out**	• Check Audio Signal and/or tape for damage. • Provide audio files per Audio Specs on page 4 and Media Specs on page 3.
Audio	**No Audio**	NCM will add stock music unless directed otherwise.
Audio	**Audio Levels**	NCM does not have a loudness measurement requirement, however, we prefer content that does not exceed –10 dBFS.
Content	**Content Violations** Some content be may rating-restricted but occasionally some content is not permissible and will result in a rejection.	Review Appendix B: Content Guidelines by Rating on page 6.