

# NCM's Production Rate Card

CREATIVE SERVICES		RATES	DESCRIPTION
15-BUSINESS-DAY TURN-AROUND TIME*			
VIDEO AD	:15 Video Ad	<b>\$375</b> Without Voice-Over <b>\$525</b> With Voice-Over	Includes <b>ONE</b> voice-over recording <b>AND</b> royalty-free music when purchased "With Voice-Over".
	:30 Video Ad	<b>\$650</b> Without Voice-Over <b>\$775</b> With Voice-Over	<b>Revision Policy:</b> <ul style="list-style-type: none"> <li>2 rounds of minor "visual" revisions are allowed <b>DURING</b> the production process.</li> <li>Excessive revisions will incur additional fees, including a \$50 charge per VO re-recording, minimum.</li> <li>After production is completed, <b>revisions ARE permitted for a fee</b> (see "Ad Revision" below).</li> <li>For more info, visit: <a href="https://adspecs.ncm.com/content/files/cinema-ad-specs.pdf">https://adspecs.ncm.com/content/files/cinema-ad-specs.pdf</a></li> </ul>
	:45 Video Ad	<b>\$975</b> With Voice-Over	
	:60 Video Ad	<b>\$1,150</b> With Voice-Over	
ADDITIONAL CREATIVE SERVICES	Ad Revision (Updates to text, graphics, photos, and/or VO & audio compositions)	<b>\$200</b>	AD REVISION = For Internally Produced Video Ads and Banner Ads <ul style="list-style-type: none"> <li>NCM cannot "revise" an externally produced ad since the original source files are not provided. NCM may be able to "mask" the unwanted items, but is subject to creative review.</li> </ul>
	Ad Tag	<b>\$150</b>	AD TAG = An end tag addition to an ad, typically TEXT placed at the end of an ad. <ul style="list-style-type: none"> <li>A "Master" ad must first be produced or provided, with all applicable fees.</li> <li>We cannot "revise" an externally produced ad since we do not have the original source files. NCM may be able to "mask" the unwanted items, but is subject to creative review.</li> </ul>
	VO Only Ad Revision	<b>\$100</b>	<ul style="list-style-type: none"> <li>This can be used when you only need to revise a VO for an Ad Revision, or when a client wants to add a VO to an existing ad. If other changes are needed, in addition to a VO change, please see "Ad Revision" above</li> </ul>
	Minor Text Revision	<b>FREE</b>	<ul style="list-style-type: none"> <li>Minor text revisions are for NCM video ads during the original contract period.</li> <li>This free service is <b>LIMITED TO ONE TEXT REVISION</b> per quarter.</li> <li>If a text revision is requested for a NEW contract period, please see "Ad Revision" above.</li> <li><b>This option does NOT apply to previous Ad Tags or Revisions. Campaigns requiring multiple text revisions may incur additional fees. Please call for a quote.</b></li> </ul>
	Custom Creative Services	<b>Call for Quote</b>	Includes video editing/embedding, 3D models, additional rendering/visual effects, etc. <ul style="list-style-type: none"> <li>Cost = \$250/hr (typically 2-hour minimum) and requires a quote from the Manager of Creative Production.</li> <li>Additional fees may apply due to unforeseen issues and/or excessive revision requests.</li> </ul> Note: This does not include stereoscopic 3D image creation.
	Creative License (Web-Ready File)	<b>\$200 per ad</b>	Clients have the option of purchasing a Creative License for NCM-produced video ads: <ul style="list-style-type: none"> <li>The fees shown are non-negotiable and cannot be waived.</li> <li>Some restrictions apply and assumes delivery of files via NCM Aspera Faspex.</li> </ul> For more info, visit <a href="https://adspecs.ncm.com/content/files/production/prodcreativelicense.pdf">https://adspecs.ncm.com/content/files/production/prodcreativelicense.pdf</a>
DIGITAL	Cross Platform Banners: NEW Design	<b>\$300</b>	Static online and mobile banner ads produced by NCM include 4 layouts: <ul style="list-style-type: none"> <li><b>Leaderboard</b> (728x90 pixels), <b>MREC</b> (300x250 pixels), <b>Wide Skyscraper</b> (160x600 pixels), and <b>Mobile Leaderboard</b> (320x50 pixels)</li> <li>After production is completed, <b>revisions ARE NOT permitted</b>.</li> </ul> For more info, visit: <a href="https://adspecs.ncm.com/content/files/digitalspecslocal.pdf">https://adspecs.ncm.com/content/files/digitalspecslocal.pdf</a>
	Cross Platform Banners: from NCM Animation	<b>\$200</b>	
	Cross Platform Video: Digital from Onscreen	<b>FREE*</b> *Media Buy Minimum: \$1000	Allows video ads to be run on digital platform

\*Turn-around time is an estimate and may vary depending on a variety of factors, including communication and revision requests.

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.

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NAME THAT MOVIE	NTM with Client Provided Ad	\$375	Includes <b>ONE</b> Voice Over recording <b>and</b> royalty-free music. Custom 5 sec open/close with Client Logo and VO.
	Revised/New NTM Game-Same Client Provided Ad	\$375	Swapping out the NTM game but the ad on the end stays the same.
	Same NTM Game-Change Client Provided Ad	\$0	Game stays the same, Client Provided ad on the end changes.
	NTM w/Internally Produced Ad (:45)	\$750 :15 Without Voice-Over \$900 :15 With Voice-Over	Includes <b>ONE</b> voice-over recording <b>AND</b> royalty-free music when purchased "With Voice-Over".  <b>Revision Policy:</b> <ul style="list-style-type: none"><li>• 2 rounds of minor "visual" revisions are allowed <b>DURING</b> the production process.</li><li>• Excessive revisions will incur additional fees, including a \$50 charge per VO re-recording, minimum.</li><li>• After production is completed, <b>revisions ARE permitted for a fee</b> (see "Ad Revision" below).</li><li>• For more info, visit: <a href="https://adspecs.ncm.com/content/files/cinema-ad-specs.pdf">https://adspecs.ncm.com/content/files/cinema-ad-specs.pdf</a></li></ul>
	NTM w/Internally Produced Ad (:60)	\$1025 :30 Without Voice-Over \$1150 :30 With Voice-Over	
			<b>NTM Title List: *Ask Your Producer</b>
NOOVIE UNWIND	NOOVIE Unwind Library Theme	\$0—Cost added into Minimum Spend	Client Logo added to the Open/Close Graphics of the Premade :30 sec Noovie Unwind Theme.
CUSTOM NOOVIE UNWIND	NOOVIE Unwind Custom Theme	\$500	Client Logo added to the Open/Close Graphics and a Custom :30 sec Unwind section is created.

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