

MEDIA SERVICES		RATES	DESCRIPTION
DIGITAL	Completed Cross Platform Banners	FREE	<ul style="list-style-type: none"> <li>Must be submitted per NCM specifications</li> <li>For more info, visit: <a href="http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf">http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf</a></li> </ul>
	Completed Cross Platform Video	FREE	

CREATIVE SERVICES		RATES	DESCRIPTION
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**15-BUSINESS-DAY TURN-AROUND TIME\***

CINEMA AD	:15 Cinema Ad	<b>\$375</b> <small>(Without Voice-Over)</small>	<b>\$525</b> <small>(With Voice-Over)</small>	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="http://adspecs.ncm.com/content/files/NCM_Animated_Spec.pdf">http://adspecs.ncm.com/content/files/NCM_Animated_Spec.pdf</a></li> </ul>
	:30 Cinema Ad	<b>\$650</b> <small>(Without Voice-Over)</small>	<b>\$775</b> <small>(With Voice-Over)</small>	
	:45 Cinema Ad	<b>\$975</b> <small>(With Voice-Over)</small>		
	:60 Cinema Ad	<b>\$1,150</b> <small>(With Voice-Over)</small>		
ADDITIONAL CREATIVE SERVICES	Ad Revision <small>(Updates to text, graphics, photos, and/or VO &amp; audio compositions)</small>	<b>\$200</b>		AD REVISION = For internally produced 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 cinema 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 <small>(Web-Ready File)</small>	<b>\$200 per ad</b>		Clients have the option of purchasing a Creative License for NCM-produced cinema 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> Visit <a href="http://adspecs.ncm.com/content/files/CreativeLicenseInfo.pdf">http://adspecs.ncm.com/content/files/CreativeLicenseInfo.pdf</a> for more info.
DIGITAL	Cross Platform Banners: <b>NEW Design</b>	<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="http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf">http://adspecs.ncm.com/content/files/LocalSpec_Digital.pdf</a>
	Cross Platform Banners: <b>from NCM Animation</b>	<b>\$200</b>		
	Cross Platform Video: <b>Digital from Onscreen</b>	<b>FREE*</b> <small>*Media Buy Minimum: \$1000</small>		

\*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.