

NCM delivers exceptional creative production services at a very low cost. In order to keep production costs low, NCM has a revision policy in place to ensure timely production while meeting client expectations. Unlimited revisions are not included during the production of NCM ads.

NCM will accommodate up to **TWO ROUNDS of minor visual revisions per advertisement** based on the criteria listed below. Excessive revisions will incur additional production fees and may result in on-screen start delays.

### The best way to avoid excessive revisions:

1. Clearly communicate all necessary information on a Creative Brief before production begins
2. All participants (owners, decision-makers, etc...) involved in the ad approval process should carefully consider any instruction prior to production and during revision requests.
3. When revisions are required, please provide written direction that is specific, concise and includes ALL required changes at one time

## Providing Creative Direction

- > **On-Screen Text:** Exact verbiage & punctuation for text on-screen
- > **Voice Over Script:** Exact verbiage, punctuation and phonetic pronunciation for voice over script.
- > **Logo(s):** Please provide a Media Kit and/or guidelines for logo usage (if available)
- > **Photo(s): Size/order/position**
  - If providing photos smaller than specified, certain revision requests may not be possible.
- > **Additional Creative Direction**
  - Sizing of Text and images
  - Primary, Secondary and Tertiary Focus of information and design elements
  - Sequence and Movement
  - Color Scheme
  - Approximate duration information/graphics should stay on-screen

### Minor Revision Requests (2 Rounds included with production fee)

- > Revising text/fonts
- > Replacing one photo with another
- > Changing background music
- > Minor layout/timing/position tweaks

### Major Revision Requests (will incur additional fees)\*

- > Voice Over re-recording: \$50 per recording
- > Complete re-design of an ad
- > Client changes their mind
- > Major layout/timing/position tweaks

\* If the NCM production team or vendor is at fault, no fees will be charged to the client.

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