




# Regional Advertising Guidelines & Specifications


---

	<b>DELIVERY INFORMATION</b> .....	<b>2</b>
	<b>CINEMA CREATIVE OVERVIEW</b> <b>Best Practices, Aspect Ratio &amp; Title Safe</b> .....	<b>3</b>

---

	<b>COMPLETED ADS: MEDIA SPECS</b> .....	<b>4</b>
	<b>COMPLETED ADS: AUDIO SPECS</b> .....	<b>5</b>

---

	<b>NCM CREATIVE SERVICES</b> .....	<b>6</b>
---	------------------------------------	----------

---

	<b>Appendix A: Comprehensive Digital Media Specs</b> .....	<b>7</b>
	<b>Appendix B: Common Media Rejection Issues</b> .....	<b>8</b>
	<b>Appendix C: Regional Content Guidelines Overview</b> .....	<b>9</b>

---



## DELIVERY INFORMATION



### If providing Externally Produced / Completed Ads...

Please include your NCM Job # and NCM Account Director's name with your media delivery.



#### UPLOAD via Aspera FASPEX™ digital delivery

Visit <http://adspecs.ncm.com/regional-advertising/digitaldelivery> for instructions.\*

\* NCM Job # is required. Contact your NCM Regional Account Director for more information



#### SHIP your media to:

NCM Media Networks  
ATTN: Regional Production  
9110 East Nichols Avenue, Suite 200  
Centennial, CO 80112-3405

Accepted physical media:

Data DVD/CD, USB Thumb Drive, Portable Hard Drive and all tapes listed on p.5 of this document.



### If using NCM Creative Services...

Once you meet with an NCM Account Director and a signed contract is received and processed, you will be contacted by an NCM Producer with more information.

This is a COLLABORATIVE process in which a client / agency representative will be required to provide creative assets and information in a timely manner.

#### METHODS OF ASSET DELIVERY:

- EMAIL (<10MB file attachment limit)
- UPLOAD via Aspera FASPEX™ digital delivery (please ask your NCM Producer for instructions)
- Other File Transfer services or FTP sites\*
- Ship your media on disc or thumb-drive (directly to your Producer)

\* Please ask your Producer first. Links to network folders or drives must be obvious and directly accessible.



Spec or Delivery questions? Call the AdSpec Hotline at 855-4-ADSPEC  
or visit <http://adspecs.ncm.com/regional-advertising> for more information

**NCM is America's largest cinema advertising network.**

We provide national, regional and local brands access to over 700 million moviegoers. Planning and buying is easy at a one-stop-shop that delivers your ad in the FirstLook pre-show across the nation. Including the movies in your marketing plan has never been more efficient, consistent and turnkey.

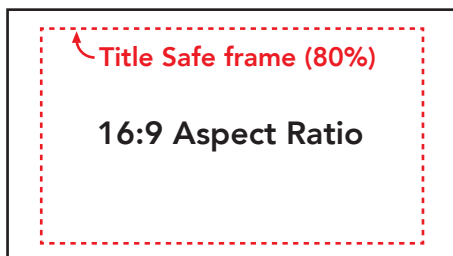
The visual and audio elements of cinema offer you the ability to tell stories, entertain, engage, and educate your audience in ways that no other advertising medium can.

**BEST PRACTICES**

- Produce in High Definition 1080p from capture to delivery:**  
This will enhance color space, resolution, motion, and image quality while reducing artifacts. If you shot in film and are doing a Telecine transfer, transfer to 1080p @ 23.98/24 fps.
- Use contrast to make the visuals “pop”:**  
Using dark colored backgrounds with light colored text is ideal. The ambient light in the theatre 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. If your content originated in film, long pans will accentuate negative motion effects.
- Live-Action frame rate consistency:**  
NCM recommends that finished spots be edited and delivered at the same frame rate in which the video was shot (to reduce interlacing and other possible field issues).
- DO NOT up-convert your video files to match NCM preferred specs:**  
If the spots were not originated in our preferred video format, please provide the original, untouched file for NCM’s professional editors to up-convert/cross convert.
- Mix your audio for the cinema:**  
Refer to the “AUDIO SPECS” (page 5) along with the corresponding AUDIO TRACK REQUIREMENTS and AUDIO TRACK RECOMMENDATIONS.
- Enhance the cinematic experience by making your content Concise, Relevant and Entertaining.**

**ASPECT RATIO & TITLE 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	Title Safe
16:9 (HD)	1920x1080 pixels	1536x864 pixels
16:9 (HD)	1280x720 pixels	1024x576 pixels
4:3 (SD)	720x480 pixels	576x 384 pixels

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

**Note about Letterboxing SD content:**

DO NOT extend essential elements or graphics over the upper and lower black bars.



# COMPLETED ADS: MEDIA SPECS

## DIGITAL FILES: IDEAL SPECS

Container	Resolution	Frame Rate	Video Codec	Audio Channels	Audio Codec	Sample Rate / Size
.mov	1080p (1920x1080 pixels)	23.976 (constant fps)	Mac: Apple ProRes 422 HQ Win: Avid DNxHD * **	5.1 + Lt/Rt	Mac: PCM (Uncompressed) .aif Win: PCM (Uncompressed) .wav	48 kHz / 24-bit

See **APPENDIX A** for **ALL** acceptable digital file formats/specifications.

- \* The AVID DNxHD QuickTime codec is available free of charge @ [http://avid.force.com/pkb/articles/en\\_US/download/en423319](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.

### NOTES FOR DIGITAL FILES

1. Digital files DO NOT require color bars, slates, additional black, tones or 2-pop. However, if submitting more than one ad, a Title Slate is helpful.
2. Audio tracks are typically included as a complete file, but separate files are accepted.
3. Accepted physical media: Data DVD/CD, USB Thumb Drive, Portable Hard Drive (with cables and power supply as needed)

TAPE SPECS		Frame Size (Resolution)					Frame Rate (fps)			Audio
		1080p	1080i	720p	480p	480i	23.98	29.97	59.94	
HD	HD-D5 (preferred)	●					●			<b>Audio Quality:</b> PCM .wav or .aif  <b>Sample Rate/Size:</b> 48 kHz/24-bit (44.1kHz/16-bit accepted)  <b>Channels:</b> Discrete 5.1 and/or Lt/Rt (Stereo accepted)
	HDCAM SR		●					●	●	
	HDCAM	●		●			●		●	
	HDV		●					●	●	
SD	Digibeta									
	MiniDV				●	●		●		
	BetaSP									

### NOTES FOR TAPES:

- \* 5.1 discrete audio can be provided on the tape or on a separate disc in 48kHz, 24-bit .wav or .aif. , as long as there is a 2-pop video sync on the provided tape.
  - \*\* SD formats may be 16:9 anamorphic (preferred), Letterboxed (preferred), or Full Frame 4:3 raster.
    - Anamorphic 16:9 techniques in SD capture and post production supports 80 extra lines of resolution which can be helpful in creating a better quality spot.
    - Full frame 4:3 will be subject to cropping and/or stretching.
- All tapes must contain :30 of color bars before spots play, 1kHz tone, 2-POP sync point, spot slate, and :02 of video black before & after each spot.

### 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 interlace "tearing" which often occurs with software NLE up-conversion methods.



Please review **BEST PRACTICES** and other info listed on page 3 and **AUDIO SPECS** on pages 5 & 6



# COMPLETED ADS: AUDIO SPECS

<p><b>Discrete 5.1 Channel*</b></p> <p><small>*Down-mixes to Lt/Rt in theater environment</small></p>	<p><b>Best Quality</b></p>	<p><b>Providing discrete channels allows for better control over the audio.</b></p> <p><b>Channel Designations:</b>  <b>1=Left, 2=Right, 3=Center, 4=LFE (sub), 5=L-Surround, 6=R-Surround</b>          (Optional but preferred: 7=Lt, 8=Rt )</p> <p><b>If you have ONLY 5.1 discrete audio (and not Lt/Rt) please provide.</b>          If you cannot provide your 5.1 mix on tape 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)</p>
<p><b>Pro Logic Lt/Rt</b></p>	<p>Very Good</p>	<p>Consists of 2 channel audio encoded with Dolby Pro Logic. This audio will provide both Left total (Lt) and Right total (Rt) sound channels, and decode into Left, Center, Right and mono Surround on the fly.</p>
<p><b>Stereo</b></p>	<p>Good</p>	<p>Consists of 2 channel discrete audio. If submitting for a 5.1 live event, the content must be converted or up-mixed to surround. Stereo sound may not enable all speakers in the theater.</p>
<p><b>Dual Mono</b></p>	<p>Poor</p>	<p><b>DO NOT USE!</b></p> <p>Dual Mono is often confused with stereo, but in fact it is the same signal in both left and right channels, caused from not panning tracks prior to export. Mono will only come out of the center channel speaker. Either will result in low quality playback in the cinema and may be rejected.</p>
<p><b>Mono</b></p>		

Note: NCM does not require a Dolby® certified mix in any case.

## AUDIO FILE FORMATS

- Format:** PCM .wav or .aif (preferred) / .mp3 (accepted)
- Sample Rate:** 48 kHz (preferred) / 44.1 kHz (accepted)
- Sample Size:** 24-bit (preferred) / 16-bit (accepted)
- Channels:** Discrete 5.1 and Lt/Rt (preferred) / Stereo (accepted)

## AUDIO TRACK REQUIREMENTS

**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 documentation to that end.

## AUDIO RECOMMENDATIONS

- Provide 5.1 discrete audio as well as an Lt/Rt mix.
- When mixing Lt/Rt, it is recommended that you boost the surround channels an additional 4dB in order to fill out the surround channels better in the large environment.
- Many auditorium subwoofers are set up on crossovers of 120Hz or lower so take that into consideration when setting up your bass management.
- Final playback in the auditorium will be 75-78 dBc average on an SPL meter. NCM recommends using this as a guide when mixing your audio.
- NCM prefers content that does not exceed -10 dBFS peaks. If using an LKFS meter it should not exceed -24 LKFS.
- The VO track should start no sooner than :01 and end no later than :01 before the end of the spot to avoid clipping.

**All audio tracks are subject to quality and content review.**



We know cinema! Use NCM Creative Services to produce “Animated” (Motion Graphics) ads, Tag existing Completed Ads, and produce Digital (Online and Mobile banner) ads. A Producer will assist you throughout the production process, answer questions and make recommendations for your ad.

## 1 Creative Brief

Download the NCM Creative Brief @ <http://adspecs.ncm.com/regional-advertising>

This is a critical step to organize your thoughts and ideas so NCM can produce an ad that meets or exceeds your expectations.

Simplicity is the key to an effective ad.

### ? Why are you advertising?

- Use the Creative Brief to answer this question and more...

### A On-Screen Text (Ad Copy)

- **DO NOT** include everything you do/offer/supply
- **DO** keep your information short and concise
- **Recommended** :15 ad = 26 words max / :30 ad = 50 words max

### 🎤 Voice Over Script

- **Recommended:** Reinforce the Text shown on-screen, but more conversational
- **Required:** :15 ad = :13 max length / :30 ad = :28 max length  
Specify Gender and Tone of voice
- ★ Need Help writing a script? Ask your Producer... we are here to help you!

### 🎵 Optional: Music Selection @ <http://adspecs.ncm.com/audio-MP3>

### i Direction / Other Information

- Please provide any unique information, samples, etc. to help us understand your business and advertising desires.

## 2 Creative Assets

Once your Creative Brief is finished, gather some creative assets to visually represent your message.

### 🖼️ Logo(s) Vector format .AI or .EPS files are preferred

- Raster file formats (.jpg .png .tif .psd) will be reviewed on a case-by-case basis

### 🖼️ Image(s) ≥ 2400 x 1600 pixels, native resolution

- **DO NOT** scale, skew or stretch your original images
- **DO** send us images < 2400 x 1600 pixels to review, if that is all you have
- Common file types: .jpg .png .tif .psd (.gif files not recommended)
- Stock Photos @ [www.iStockPhoto.com](http://www.iStockPhoto.com) are available FREE of charge for NCM ads!
- ★ Size + Quality matters!
  - > Large, original images = high quality cinema ads.
  - > Small images may be suitable for online and mobile banner ads.
  - > Images from MS Office docs, websites, printed cards, etc. will be rejected.

### + Advanced Options (for Professional Designers & Agencies only)

#### Ps Layered Designs + Storyboards

- Download templates, review recommendations and specifications @ [http://adspecs.ncm.com/regional-advertising/faq\\_cs](http://adspecs.ncm.com/regional-advertising/faq_cs)
- Layered .psd files preferred, but .ai, .eps, .pdf, .tif & .indd files may be accepted\*
- Provide layouts in 16:9 widescreen and observe safe frames

#### 🎥 Live-Action Video

- Provide Live-Action video to integrate into your ad (for an additional fee)
- Most applications require your video to meet specs for Externally Produced Ads, but will be reviewed on a case-by-case basis for size and quality.

## 3 Send Files

### ✉️ Email *if attachments are <10MB per email*

- For best results, email your Producer directly after they've contacted you.

### 📶 Upload via Aspera FASPEX™ digital delivery

- Ask your Producer for instructions

### ⚙️ Other File Transfer Services

- If you have your own FTP site, DropBox, Hightail, WeTransfer or similar services, please let your Producer and AD know.
- Links to drives and folder must be accessible and obvious. Links to multiple sub-folders will be rejected.

\*ALL assets/contents are subject to review/approval, and may result in rejection or rating-restriction.

? Visit [http://adspecs.ncm.com/regional-advertising/faq\\_cs](http://adspecs.ncm.com/regional-advertising/faq_cs), contact your Producer, or call 855-4-ADSPEC, option 2

# APPENDIX A: Comprehensive Digital Media Specs

The following is a list is intended for use when submitting a completed ad or video assets. See Page 4 of this document for the ideal spec. ANY formats NOT listed below will be rejected.





All files are subject to review and may be flagged/rejected for issues beyond basic file format. The FirstLook pre-show is shown at a 16:9 aspect ratio. Any video formats not using a 16:9 aspect ratio will be minimally stretched and/or cropped.

	Container	Format (Resolution)	Frame Rate	Video Codec
<b>VIDEO</b>	.mov	<b>2K Flat</b> (1998 x 1080)	<b>23.976</b>	<b>Animation</b>
	.avi		<b>24</b>	<b>Apple Animation</b>
	.mp4 *	<b>2K Full Container</b> (2048 x 1080)	<b>29.97</b>	<b>Apple ProRes 422 (HQ)</b>
			<b>59.94</b>	<b>Apple ProRes 422 (LT)</b>
		<b>2K Scope</b> (2048 x 858) (2048 x 854)	<b>60</b>	<b>Apple ProRes 422</b>
		<b>1080p</b> (1920 x 1080)		<b>Apple ProRes 4444</b>
		<b>HDV</b> (1440 x 1080)		<b>AVC Coding</b>
		<b>720p</b> (1280 x 720)		<b>AVdn</b>
		<b>SD</b> (720 x 486) (720 x 480)		<b>Avid DNxHD</b>
		<b>SD Widescreen</b> (720 x 404) (720 x 405) (720 x 406)		<b>DVCPRO HD 1080i60</b>
			<b>DVCPRO HD 1080p30</b>	
			<b>DVCPRO HD 720p60</b>	
			<b>H.264 *</b>	
			<b>HDV 1080i60</b>	
			<b>HDV 1080p30</b>	
			<b>HDV 720p30</b>	
			<b>HDV 720p60</b>	
			<b>Sony XDCAM</b>	
			<b>Uncompressed 10-bit 4:2:2</b>	
			<b>Uncompressed 10-bit</b>	
			<b>Uncompressed 8-bit 4:2:2</b>	
			<b>Uncompressed 8-bit None</b>	
			<b>v210</b>	
			<b>WRAW</b>	
			<b>YUV422</b>	

\* Must be rendered at **Highest Quality** or it may be rejected

	Container	Channels	Compression	Sample Rate	Sample Size
<b>AUDIO</b>	.aif	<b>5.1 + Lt/Rt</b>	<b>PCM</b>	<b>48 kHz</b>	<b>24-Bit</b>
	.wav	<b>5.1</b>	(Uncompressed)	<b>44.1 kHz</b>	<b>16-Bit</b>
	.mp3	<b>Lt/Rt</b> <b>Stereo</b>			

# APPENDIX B: Common Media Rejection Issues

	Problem	Solution
MEDIA	<b>Unsupported Digital Media</b>  <b>Unsupported Physical Media</b> - Tapes and other physical media must match those listed on NCM spec sheets. - <b>Player DVD's</b> are not accepted due to high compression / low quality.	<b>Supply media per NCM specs</b> See Appendix A
	<b>Pillarboxed video</b> Placing a 4:3 aspect within a 16:9 aspect frame... 	Maintain the original SD or HD aspect ratio. 
VIDEO	<b>Title Safe</b> Critical elements like logos & text outside the Title Safe frame may be cropped. 	Place all critical elements like logos and text within the Title Safe frame to avoid cropping.  See p. 3 of this document for more info.
		Review and reformat your media per NCM media specifications found on p. 4 of this document. <ul style="list-style-type: none"> <li>- Re-render</li> <li>- Re-edit</li> <li>- Check Video Signal &amp; Equipment</li> <li>- Check Time Code</li> <li>- Check Frame Rate</li> </ul>
AUDIO	<b>Audio Drop Out</b>	<ul style="list-style-type: none"> <li>- Check Audio Signal and/or tape for damage</li> <li>- Provide audio files per <b>NCM Audio Specs</b> and <b>Appendix A</b></li> </ul>
	<b>No Audio</b>	NCM will add stock music unless directed otherwise.
	<b>Audio Levels</b>	NCM does not have a loudness measurement requirement, however, we prefer content that <b>does not exceed -10 dBFS</b> .
CONTENT	<b>Content Violations</b>  Some content may simply be rating restricted, but occasionally some content is not permissible and will result in Rejection.	<b>Review Appendix C: NCM Content Guidelines</b>



# APPENDIX C: Regional Content Guidelines Overview

Updated 06/04/2013

While striving to meet the needs of advertisers, NCM must be sensitive to the interests of moviegoers, theater circuits and movie studios. NCM has established the following standards and guidelines to ensure its FirstLook and LEN programs promote an entertaining, relaxing atmosphere and enhance the movie-going experience.

NCM reserves the right, in its sole discretion, to reject any ad, to ratings-restrict an ad or request changes to an ad it deems inappropriate for certain audiences on a theatre by theatre basis. Please be sensitive to the fact that all ads must meet the guidelines for an all-audience rating (including G, PG, PG-13 & R), which means that very young children may see the material. Therefore, the tone and texture of the material must be suitably mild. Any stylistic approach that presents material in a dark, threatening, scary, morbid, aggressive, shocking, alarming or sexual nature may be deemed inappropriate.

If your creative piece has any content you feel may be questionable for all audiences, please bring it to our attention as early in the creative process as possible so we can review and provide feedback. You may send story boards, demo tapes or rough cuts for advanced preview.

## **The promotion/inclusion of the following subject matter is prohibited:**

- Adult-oriented subject matter, including without limitation, nudity, sensuality, sexual aids, toys, clubs, entertainment, 900 numbers or events
- Promotion of tobacco or tobacco use, including smoke shops and cigar bars and hookah lounges
- Graphic, disturbing or unattractive medical images.
- Obscene or confrontational language
- Promotion of drug use or any illegal activity
- Personal messaging, including marriage proposals, anniversaries, birthdays, etc.
- Psychic advertising
- Ads for birth control products or of pro-life or pro-choice organizations, campaigns or causes, STDs or any mention of abortion.
- The words "Friday" and "Saturday" when used as part of specific tune-in times, or services that are in competition with theaters.
- Third-party promotions, logos or tie-ins, unless NCM has given prior written approval
- Use of images, photos, video, music or voice over talent for which the advertiser has not secured all applicable licenses, clearances and authorizations for in theatre use
- Anything that reflects negatively on circuits, movies or movie-going (i.e. ticket prices, movie quality, etc.), or may adversely affect attendance
- Display of an inactive web address
- Products or services that would violate any circuit beverage agreements or exclusive contractual relationships including food or beverage advertising deemed competitive with circuit agreements
- The promoting of firearms, weapons or ammunition.
- Shock advertising or fear campaigns are prohibited.

## **The promotion/inclusion of the following subject matter will be flagged for review and NCM may require edits:**

- Political advertising and PSAs except pursuant to specific criteria; contact your sales representative
- Religious ads except on a local basis, exhibiting time and location for local religious services
- Promotion of alcohol or alcohol use
- Violence, explosions, or incidental appearance of firearms or weapons within an ad
- Promotion of gambling
- Drug prevention campaigns will be restricted to PG13 & R ratings
- Support organizations and mention of specific diseases, testing and related medications
- Use of MPAA Green Banner or imitation thereof, unless advertiser has received, and can provide, an appropriate copyright license
- Text messaging promotions are subject to certain conditions; contact your sales representative

\*NCM reserves the right in its sole discretion to (i) reject any ad and, (ii) determine what is acceptable to be displayed within the FirstLook pre-show advertising or Lobby Entertainment Network within the NCM affiliated theatre network.