

Our Post Production process requires **10 business-days**, and will begin once a signed contract and media (per our specifications) have been received.
 When providing your ad/media, please select one of the following options in which to send to NCM.

HD files/tapes are preferred, but SD files/tapes are accepted.
 If the following specifications are not met, your media will be rejected.

	Option-A	Option-B	Option-C	
	<p align="center">HD Tape</p> <p align="center">1 finished spot on HD-D5, HDCam, HDCamSR, or Sony HDV</p>	<p align="center">Digital File</p> <p align="center">.mov (preferred) or .avi (accepted) on Disc, Hard Drive or USB Flash Drive</p>	<p align="center">SD Tape</p> <p align="center"><i>(Preferred if content is native 4:3 or native SD)</i> 1 finished spot on DigiBeta, DVCAM, MiniDV or Beta SP</p>	
LAYOUT	<p align="center">16x9 raster, square pixel aspect</p>	<p align="center">HD: 16x9 raster, square pixel aspect</p> <hr/> <p align="center">SD: 4x3 raster*, letterboxed or 16x9 Anamorphic *will be cropped and/or stretched</p>	<p align="center">4x3 raster*, letterboxed or 16x9 Anamorphic</p> <p align="center"><i>*will be cropped and/or stretched</i></p>	LAYOUT
FORMAT	<p align="center">HD-D5 1080i@59.94 / 1080p@23.98 / 720p@59.94</p> <hr/> <p align="center">HDCam / HDCamSR** 1080i@59.94 / 1080p@23.98 / **720p@59.94</p> <hr/> <p align="center">Sony HDV: 1080i@59.94</p>	<p align="center">Frame Size: 1920x1080, 1280x720 or 720x480</p> <hr/> <p align="center">Frame Rate: HD: 59.94, 23.98 or 24 SD: 29.97 only</p> <hr/> <p align="center">Accepted Codecs: ProRes, Animation, or "none"</p>	<p align="center">720x480 @ 29.97 fps</p>	FORMAT
AUDIO	<p align="center">2 or 8 Channels on tape 5.1 stems & LT/RT or Stereo L/R - or -</p> <p align="center">.wav or .aif on separate disc w/ 2-pop 16bit @ 48k uncompressed</p> <p align="center"><i>(fades will be added at start and end of spot)</i></p>	<p align="center">2 Channel embedded in file LT/RT or Stereo L/R -or-</p> <p align="center">separate .wav or .aif file(s) 16bit @ 48k uncompressed on 2, 4, 6 or 8 Audio Channels</p> <p align="center"><i>(fades will be added at start and end of spot)</i></p>	<p align="center">2 Channels on tape LT/RT or Stereo L/R - or -</p> <p align="center">.wav or .aif on separate disc w/ 2-pop 16bit @ 48k uncompressed</p> <p align="center"><i>(fades will be added at start and end of spot)</i></p>	AUDIO
	<p align="center">NOT ACCEPTED</p> <ul style="list-style-type: none"> • 4x3 Pillar-Boxed video <i>(black bars on left and right of video)</i> • JVC or 720p on HDV • DVCPro HD • Key elements outside Title Safe <i>(Title Safe = 20% from all outside edges)</i> 	<p align="center">NOT ACCEPTED</p> <ul style="list-style-type: none"> • 'Player' DVD's <i>If you can watch it on your DVD player/TV, we can NOT use it</i> • Flash files (.swf, .fla, .flv) • 4x3 Pillar-Boxed video <i>(black bars on left and right of video)</i> • PPT files, web videos or similar • 3rd Party codecs <i>(not native to QuickTime)</i> • Still images <i>(non-video/animation)</i> • Key elements outside Title Safe <i>(Title Safe = 20% from all outside edges)</i> 	<p align="center">NOT ACCEPTED</p> <ul style="list-style-type: none"> • 4x3 Pillar-Boxed video <i>(black bars on left and right of video)</i> • DVCPro, Betacam or VHS • Key elements outside Title Safe <i>(Title Safe = 20% from all outside edges)</i> 	

HOW TO DELIVER YOUR MEDIA

1) Complete the attached "Digital Media Submission Checklist" form (see next page).
 2) Send your ad on physical media (disc, drive or tape) along with a copy of your contract and the completed "Submission Checklist" to:
NATIONAL CINEMEDIA - Attn: Regional Production - 9110 E. Nichols Ave., # 200 - Centennial, CO 80112-3405

Please note: All files will be output to theatres at 720p @ 59.94 fps with LT/RT cinema surround audio.



For more information you may call the AdSpec Hotline at **800.828.2828, option 7**, or visit the following links:

*Additional Specifications: http://adspecs.ncm.com/www/forms/NCM_Regional_Content_Spec.pdf

*FAQ's: <http://adspecs.ncm.com/www/html/faq.html>

IMPORTANT! This form provides the engineers with valuable information needed to successfully complete your project and **MUST** be submitted with your media. Please fill out form to the best of your ability. Incomplete information may result in a delay of processing of your media and can affect your start date.

Date: _____ Contact Name: _____ Phone: () _____

Company: _____ Email: _____

NCM Account Director Name: _____ NCM Contract #: _____

NCM Job #(s): _____

Notes: _____

MEDIA SOURCE and FILE SPECIFICS (PLEASE CHECK THE APPROPRIATE BOXES - this will help if Media gets separated from this form.)

Tape Type:	<input type="checkbox"/> D5	<input type="checkbox"/> HDCAM/SR	<input type="checkbox"/> HDCAM	<input type="checkbox"/> Sony HDV
	<input type="checkbox"/> Digibeta	<input type="checkbox"/> DVCAM	<input type="checkbox"/> MiniDV	<input type="checkbox"/> Beta SP
Other Media:	<input type="checkbox"/> Hard Drive	<input type="checkbox"/> USB Thumb Drive	<input type="checkbox"/> DVD / CD	<input type="checkbox"/> Other _____
Digital File:	<input type="checkbox"/> Quicktime	<input type="checkbox"/> AVI		
Compression:	<input type="checkbox"/> Uncompressed	<input type="checkbox"/> Apple ProRes	<input type="checkbox"/> Animation	<input type="checkbox"/> Other _____
Resolution:	<input type="checkbox"/> 1920 x 1080	<input type="checkbox"/> 1280 x 720	<input type="checkbox"/> 720 x 480 (letterbox or 16:9 anamorphic squeeze)	
Frame Rate:	<input type="checkbox"/> 59.94 (HD)	<input type="checkbox"/> 24 (HD)	<input type="checkbox"/> 23.98 (HD)	<input type="checkbox"/> 29.97 (SD)
Audio:	<input type="checkbox"/> 5.1w/LT/RT	<input type="checkbox"/> 5.1 only	<input type="checkbox"/> Lt/Rt only	<input type="checkbox"/> L/R Stereo

VIDEO SOURCE INFO (PLEASE CHECK THE APPROPRIATE BOXES)

of Ads on Media: 1 2 3 4 5 6 7 8 Other _____

Spot Runtime: :15 :30 :45 :60

:90 1:20 Other _____

WHERE TO SHIP MATERIALS and CONTACT INFORMATION - A Master Clone Tape, or other acceptable media format listed above must be shipped to the following address for processing.

DIGITAL Materials
 NATIONAL CINEMEDIA, LLC
 Attn: Regional Production
 9110 E. Nichols Avenue, Suite 200
 Centennial, CO 80112-3405
 P: 800-828-2828 | F: 303-792-8811

IF NCM IS PRODUCING AN AD FOR YOU
 also include:

- All digital source assets utilized in the production of animation files
- **COMPLETED** Creative Production Order Form (CPOF)
- **COMPLETED** Creative Brief Form