

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

Cinema

NCM's Firstlook is viewed by nearly 700 million viewers per year. 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.

NCM recommends that you keep these three building blocks in mind as you develop creative for your cinema campaign:

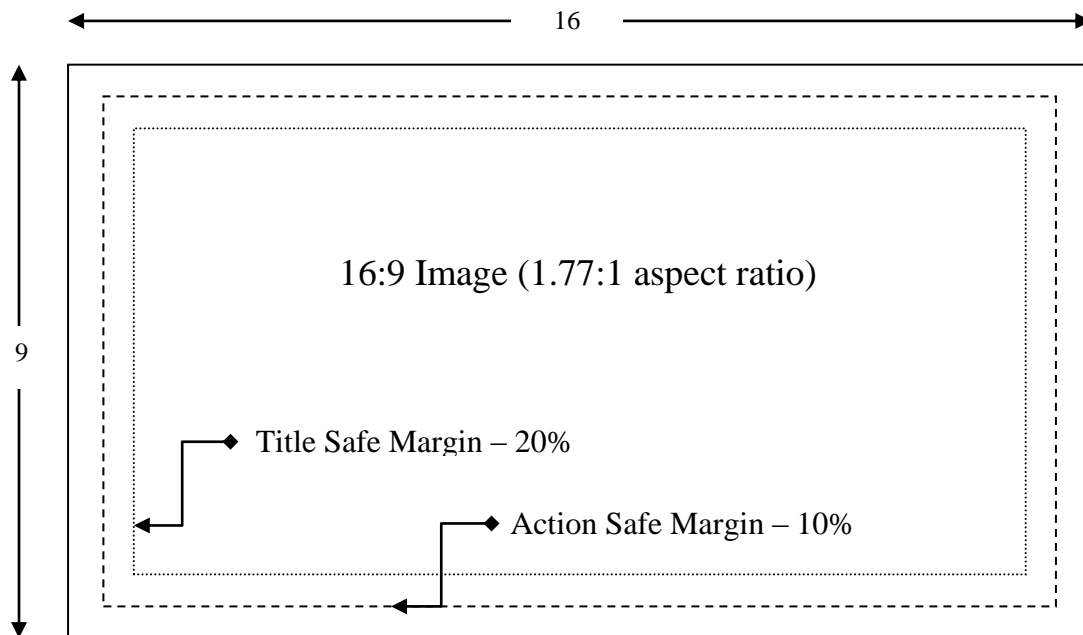
- **Relevance** – give the audience something consistent with their cinema expectation of quality storytelling, cinematic style, tone and pacing, and audio that adds impact to the visual message.
- **Entertainment Value** – deliver something to the audience that informs and entertains as opposed to over promotes and sells.
- **Enhance Movie-Going** – your campaign should increase the entertainment dosage for the audience while increasing mindshare.

Aspect Ratio, Title Safe and Image Safe Margins

All media must conform to the 16:9 (1.77:1) aspect ratio in order to provide a seamless, cinematic entertainment experience to the audience, and to maintain the cinema environment. *(see diagram below)*

Do not place chyron, copy, or essential elements outside of the Title Safe Margin. Elements that fall outside of the Title Safe Margin may be cropped off by the projectors overscan, or over-projection.

Image information should extend to the full extent of the image area. If letterboxing the 16:9 image in a 4:3 frame, do not extend graphic elements over the upper and lower black bars (“cinema bars”).



Source Tape & Video Delivery Formats

NCM prefers HD videotape source. Client should provide **ONE Master Clone Tape** built in 16:9 aspect ratio with audio type and channel designations clearly labeled. Tape formats are listed in order of preference.

Supported Tape Formats	Recording Formats & Frame Rates	Audio	Required Frame Size
Panasonic HD-D5	1080i@59.94 / 1080psf@23.98 / 720p@59.94	5.1 with LT/RT	Full Frame 16x9 image, corner-to-corner
Sony HDCAM SR	1080i@59.94 / 1080psf@23.98 / 720p@59.94	5.1 with LT/RT	Full Frame 16x9 image, corner-to-corner
Sony HDCAM	1080i@59.94 / 1080psf@23.98	2 channel LT/RT*	Full Frame 16x9 image, corner-to-corner
Sony HDV	1080i@59.94	2 channel LT/RT*	Full Frame 16x9 image, corner-to-corner
Sony Digibeta	480i@29.97	2 channel LT/RT*	Letterbox or Anamorphic Squeeze**
Mini DV/DVCAM	480i@29.97	2 channel LT/RT*	Letterbox or Anamorphic Squeeze**
Sony Beta SP	480i@29.97	2 channel LT/RT*	Letterbox or Anamorphic Squeeze**

*5.1 audio can be provided on a separate CD/DVD in 48 kHz 16 bit .wav provided that there is 2-pop video sync on the provided tape

**Anamorphic Squeeze is a 16:9 edge-to-edge image expanded into a 4:3 image area.

(Full frame 4x3 could be subject to cropping and manipulation)

Alternative HD Source Delivery

NCM allows HD material to be provided as a **Quicktime file** on Data DVD-R or Portable Hard Drive, or USB Flash Drive/Thumb Drive when adhered to the following specifications:

Video

Compression: None, Animation or Apple ProRes

Quality: Best / 100%

Dimensions: 1280 x 720, or 1920 x 1080

Frame Rate: 59.94 or 29.97

Audio

Format: Integer

Sample Rate: 48 kHz

Sample Size: 16 or 24 bit

Channels: L/R

All source deliverables on tape must contain 30 seconds of color bars before spots play, 1kHz tone, 2-POP sync point, spot slate and 2-seconds of video black before and after each spot.

All media will be converted to 720p / 59.94, using the CIE Rec 709 color standard, with Cinema Surround Lt/Rt audio playback by NCM's expert staff and state-of-the-art production tools. NCM's conversion processes minimizes unwanted artifacts or interlace "tearing" which often occurs with software NLE up-conversion methods.

Audio Specs

The table below references all acceptable audio formats. **In all cases, audio will be mixed and decoded to a Cinema Surround Lt/Rt playback scheme.**

<p>Discrete 5.1 Channel*</p> <p><small>*Down-mixes to LT/RT in theater environment</small></p>	<p>Best Quality</p>	<p>The FirstLook pre-feature program does not support this level of sound playback. Still, the discrete provision of channels allows for better control over the audio. (Channel Designation: 1=Left, 2=Right, 3=Center, 4=LFE (sub), 5=Left-Surround, 6=Right-Surround. Channels 7 & 8 can be used for a supporting reference Lt/Rt or L/R mix).</p> <p>If you cannot provide your 5.1 mix on tape please submit as individual mono 48kHz .wav files. Clearly identify each file as to the channel it represents (i.e. L,C,R,LFE,Ls,Rs) on your CD-R.</p>
<p>Dolby Pro Logic LT, RT</p>	<p>Excellent Quality</p>	<p>This is a 4 channel encoded audio stream. Encoded with Dolby Pro Logic, the audio tracks are created with the necessary virtual surround sound information needed. This audio will provide both left total and right total sound channels, and decode into Left, Center, Right and mono Surround on the fly.</p>
<p>Dolby Surround LT, RT</p>	<p>Excellent Quality</p>	<p>This also provides 4 channel encoded audio much like Dolby Prologic. IT DOES HAVE AN LO, RO OPTION (Left only, Right only) that will not enable all the speakers in an auditorium. Be sure to use the LT, RT settings on audio.</p>
<p>Dolby Stereo LT, RT</p>	<p>Good Quality</p>	<p>This also provides 4 channel encoded audio much like Dolby Prologic if set to LT, RT. IT DOES HAVE AN LO, RO OPTION (Left only, Right only) THAT WILL NOT ENABLE ALL SPEAKERS IN THE THEATRE. Be sure to use the LT, RT settings on audio.</p>
<p>Mono Sound</p>	<p>Poor Quality</p>	<p>Do not use. This will result in low quality playback quality in the NCM theatres. Sound will only come out of the center channel speakers.</p>

Sound Levels

Digital Scale Reference Level @ **-20dBFS**. When mixing, lift the amplitude levels for surround channels an additional 4 to 8 dbfs for the cinema environment. In addition, recommended mixing volume should be 78 dbfs.

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

Guidelines for Best Possible Results

Producing high-quality, high-impact, cinematic content is easy with the right approach to your content production and delivery. Following the tips below will ensure that your content optimizes the NCM cinema environment.

- **Produce in High Definition 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 a HD format such as 720P/59.94 or greater.
- **Mix your audio for the cinema** – provide 5.1, discrete audio in order to allow NCM the ability to fold down the mix to Lt/Rt. On some material it may be helpful to include a “shadow” of the Left and Right Channels in the surround channels. This increases the size of the audio sweet spot in the theatre. Our auditoriums are large so boost surround channels an additional 4 to 8dB to ensure a full cinematic presentation. In addition, do not add crowd or audience sounds to emulate the live environment. Chances are there will be actual audience and crowd noise in the theatre itself. Finally, use a large frequency range from 20Hz to 20kHz. Many of our sub woofers are set up on crossovers of 100Hz or lower and so they will only light if low frequency affects range below the crossover threshold.
- **Use light bright colors** - be mindful of color space in capture and editing and try to build your spots so that they have a bright and brilliant presentation. There are several factors at work that degrade quality in darker footage (night scenes, dark interiors) and compression tends to collapse extreme values in luminance to fewer colors. This in affect reduces resolution and detail in those values. Try to get light into backgrounds of dark shots and use “night blue” light wherever possible.
- **Provide CG Game Graphics instead of Runtime Captured Game Graphics** – The resolutions and color depth of most games does not lend itself to high quality image presentations on our large screens. CG (computer graphics) tends to offer far better images. It is often thought that presenting CG graphics instead of actual captured game footage is not truthful in representing game graphic quality. Remember, most gamers are not playing on 45 to 70 foot screens. Scaling your captured graphics to that size can do an injustice to the actual game footage. Use CG.
- **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.
- **Try to leverage “Anamorphic 16:9”** techniques in SD capture and post if you intend to deliver an SD tape format. It supports approximately 80 additional lines of resolution (20%) that can be helpful in creating better quality in the up-conversion process to HD.

Animation and Alternative Media Guidelines

Guidelines for Providing Individual Design Assets for NCM to Animate

Acceptable LOGO assets in order of preference:

- "vector" based .eps, or .ai file
- 200dpi or higher "bitmap" file saved in a .psd, .jpg, .tif, .tga, or .png format.
- high-quality color brochure or marketing piece

Acceptable PHOTO assets in order of preference:

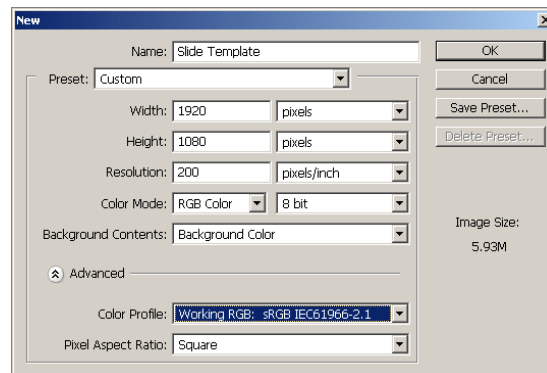
- high-resolution "bitmapped" file(s) saved in a .psd, .jpg, .tif, or .tga format.
- high-quality glossy photograph or brochure to be scanned

*Using too low a resolution for a photo image will result in pixilation – output with large, coarse-looking pixels. This is **NOT** acceptable for NCM advertising. Photos provided with too low a resolution will be rejected.*

Guidelines for setting up a “Layered” Photoshop File for NCM to Animate

(See page 2 of this document for Title Safe and Action Safe Margin areas)

I. Document size:



2. All files must be received as “layered” .psd files. Each design element should be on a separate layer.
3. All fonts must be included in a separate folder (PC only).
 - Type Layers should not be converted to pixels.
4. Layer specifics:
 - Naming Conventions
 - a. Number (order of appearance in animation, if known).
 - b. Organize multiple layers that will animate on screen together in Layer Groups.
 - c. Type of layer in all caps (ie., TEXT, GRAPHIC, PHOTO) and description (ie., boy, logo, the exact text...).
 - EXAMPLE:
 1. TEXT – National CineMedia specs.
 2. GRAPHIC – logo.
 3. PHOTO - kid on swing.
 - Ordering Conventions
 - a. Top layers are foreground.
 - b. Each layer underneath will pass behind during animation.
 - Details
 - a. Elements that are distorted should have a separate layer with the element undistorted.
 - b. Background must fill the entire image.

Guidelines for Submitting Audio Files for NCM to Use in Animation

Audio Quality:

- Rate -- 48,000 Hz
- Format -- 16-bit, Stereo
- Compressor – Uncompressed

Acceptable Audio file formats:

- AIFF (.aif)
- WAV (.wav - for audio)

Mandatory Audio Guidelines:

1. Balanced, two channel, LEFT & RIGHT STEREO mix.
2. Audio program level peaks shall not exceed +7 db.

Client Provided Audio Track Specifications:

1. If background music, or ambient audio is being used in a voice-over piece, the background track can run the entire :15 or :30 seconds of the animated ad. NCM will handle the fade-in and fade-out.
2. NCM prefers to receive the background audio as separate tracks from the voice-over, therefore, please provide a composite file with both voice-over and background audio mixed in stereo, and additionally, provide voice-over audio and background music as individual tracks.
3. The voice track should NOT exceed: 13 seconds. The voice-over should start approximately one second into the video and audio playback and finish approximately one second before the content piece fades to black.

“Still” Slide Specifications – (35mm locations Only)

Still image, non-video or non-animated content is only allowed in non-digital theatres. Digital theatres **MUST** have animated content.

Acceptable File Formats

- Adobe Photoshop & Illustrator

Design Considerations

- SIMPLICITY is the key to an effective ad.
- Do not place important design elements (copy or art) near the edge of the live area. Focus tends to be soft on the outside edge due to various presentation factors.
- Dark text (red, green, blue, magenta, gray, purple, etc.) on a dark background is not advised as it will not be easily read when projected on-screen. (Option: Outline dark text with white or yellow to help add contrast).
- Upper and lower case fonts are easier to read than all caps.
- Use bold fonts. Script and fine delicate fonts are hard to read.

Mandatory Copy and Design Policies

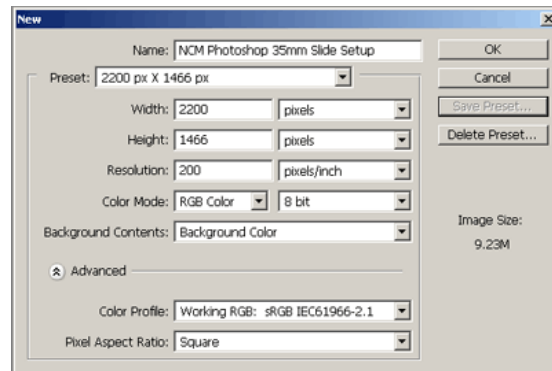
- Ads with pixilation on text, photos, logos, background, etc. **WILL NOT BE ACCEPTED.**
- National CineMedia strongly recommends no more than 26 WORDS per slide; additional text may diminish the effectiveness of the ad and is at the client's discretion.
- Ads must be professionally designed. Amateurish designs **WILL NOT BE ACCEPTED.**
- Ads must be set up in Landscape or Horizontal orientation (see example below).

Setting up your 35mm slide ad in Photoshop:

Download a Photoshop (.psd) NCM 35mm Slide Template file from

<http://adspecs.ncm.com/www/html/specslide.html>

Note: the black, soft, feathered-edge layer should not be deleted. It should remain the topmost layer.



Document Size:

2200 pixels x 1466 pixels (11" x 7.33")

Safe Area:

2000 pixels x 1262 pixels (10" x 6.31")

Live Area:

1920 pixels x 1080 pixels (9.6" x 5.4")

Resolution:

200dpi

Live Area: 9.6" x 5.4"

Text, logos and photos must remain in this area.

Safe Area: 10" x 6.31"

Photographic or solid color backgrounds other than black remain in this area and must fade to black.

Document Size: 11" x 7.33"

All of this area must be black.



Common Source Rejection Issues

VIDEO:

- **Pillarboxed 4:3 video image** - when black bars are placed to the sides of the video image in order to fill the 16:9 raster.



Example:

- **Full-frame, 4:3 video image that cannot be cropped to 16:9 aspect ratio**
- **Heavy or over interlaced video image**
- **Blurriness**
- **Pixilation**
- **Excessive video noise**
- **Amateur video footage**

AUDIO:

- **Over-modulation**
- **Distortion**
- **Muffled, or unclear voice track**
- **Out-of-sync audio/video**
- **Mono content**
- **Amateur audio track punch-ins**
- **Inconsistent mix between voice, music and sound effects**

SOURCE FORMATS:

- **Player DVD's** – files are saved in .vob compressed format and playback on set top DVD players.
- **Adobe Flash Files** - .fla, .flv, .swf -
Adobe Flash files are primarily used for web-based design. SWF (*Small Web Format*) and FLA files contain ActionScript programming language that native video editing programs do not understand. As such, .swf and .fla files are unreadable in a post-production editing environment and cannot be encoded for playback, nor are the native SWF or FLA files supported on the NCM high definition playback system.
- **VHS tape**

Questions? Call **800-828-2828**, option “7”

Regional Content Overview*

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

NCM reserves the right to ratings-restrict or request modifications to ads it deems inappropriate for younger audiences on a theatre by theatre basis. Please be sensitive to the fact that an all-audiences rating (including G, PG, PG-13 & R) means that material may be seen by very young children. 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, alarming or sexual nature, or depicts alcohol may be deemed inappropriate and may be subject to ratings restrictions.

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

As mentioned above, in attempt to be sensitive to our movie patrons, promotion, or inclusion, of the following may be flagged for ratings restrictions or edits may be requested:

- Birth control products
- Political advertising (Except generic “get-out-the-vote” messages that do not promote a candidate or issue, which are allowable)
- Nudity, sexual aids, toys, clubs, entertainment, 900 numbers or events
- Theatres or other entities that are competitive with NCM circuits
- Promotion of Tobacco, including smoke shops and cigar bars
- Personal messaging, including marriage proposals, anniversaries, etc.
- Graphic, disturbing or unattractive medical images.
- Psychics
- Gambling
- Alcohol
- Drugs
- Weapons/Firearms
- MPAA Green Banner or imitation thereof, unless copyright use has been granted and written proof is supplied
- Non-royalty-free images or music, unless copyright use has been granted and written proof is supplied
- The words “Friday” and “Saturday” when used as part of specific tune-in times, or services that are in competition with theaters.
- Call to action, while in auditorium, Including promotion of text messaging or “call now” ads (except in select circuits). Call to action is allowed on the LEN .
- Third-party promotions, logos or tie-ins, unless prior approval is given by NCM
- Anything that reflects negatively on circuits, movies or movie-going (i.e. ticket prices, movie quality, etc.), or may adversely affects attendance
- Advertisements of pro-life or pro-choice organizations, campaigns or causes, or any mention of abortion.
- Support organizations and mention of specific diseases, testing and related medications
- Display of an inactive web address

DISCLAIMER:

***NCM reserves the right at our sole discretion to reject an advertisement and maintains sole discretion of what is and is not acceptable to be displayed within the FirstLook or 35mm pre-show advertising or Lobby Entertainment Network within the NCM represented theatre network. The company reserves the right to ratings-restrict ads it deems inappropriate for younger audiences and request edits or modifications to an ad at any time. For any questionable content, please speak to your NCM representative.

*V8 11/20/2009