Noovie Studios
Asset Guide

Video Ad Specs

We know advertising! Use Noovie Studios to produce video ads and potentially "Tag" your existing ads.
A Producer will assist you throughout the production process, answer questions and make recommendations.

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

Download the NCM Creative Brief at
https://www.ncm.com/majormarkets-adspecs

Why Are You Advertising?	- Use the Creative Brief to answer this question and more...Simplicity is the key to an effective ad.
On-Screen Text (Ad Copy)	- **DO NOT** include everything you do/offer/supply - **DO** keep your information short and concise - **Recommended:** Website, location, etc.
Voice Over Script	- **A professional voice over talent will read your script.** **Recommended:** Reinforce the text shown on-screen, but more conversational - **Required:** :15 ad = :14 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!
Music Selection (Optional)	- Select audio from http://adspecs.ncm.com/audio-MP3
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.

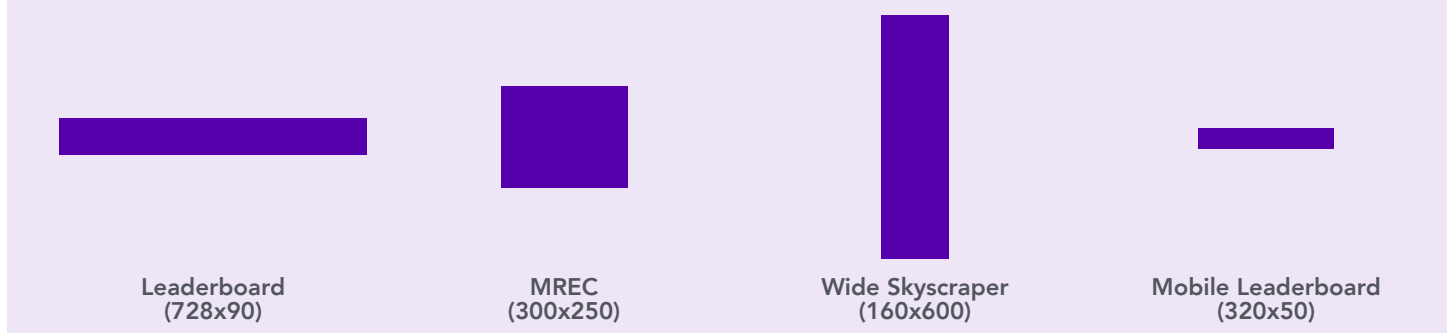|	
Logo(s)	- Vector format .AI or .EPS files are preferred. - Raster file formats (.JPG .PNG .PNG .PSD) will be reviewed on a case-by-case basis.

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 at https://www.gettyimages.com/landing/pa-preview/expanded/27297 are available FREE of charge for NCM ads!
	- Size + Quality matter!
	  - Large, original images = high quality video 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)
	- Layered Designs + Storyboards
	  - Layered .PSD files preferred, but .AI, .EPS .PDF .TIF & .INDD files may be accepted.*
	  - Provide layouts in 16:9 widescreen and observe safe frames.
	- Video Footage
	  - Provide video footage to integrate into your ad (possibly for an additional fee).
	  - Video Specs: https://www.ncm.com/majormarkets-adspecs
	  - All media will be reviewed on a case-by-case basis.

3 Asset Delivery

Email	- If attachments are less than 25MB per email - For best results, email your Producer directly after they've contacted you.
Upload and Other File Transfer Services	- Upload files via Dropbox, Hightail, WeTransfer, or similar services.

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

Digital Ad Specs

We know digital! Use Noovie Studios to produce your Cross-Platform Digital ads. A Producer will assist you throughout the production process, answer questions, and make recommendations for your ads.

Scope of Work = 4 Static Banner Designs

Leaderboard (728x90)	MREC (300x250)	Wide Skyscraper (160x600)	Mobile Leaderboard (320x50)

Required Creative Assets and Info

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. - TIP: If you have horizontal and vertical/stacked logos, send both/all.
Photo(s)	- 1-3 photos (typically does not need to exceed 1024x800 pixels) - File types: .jpg, .png, .tif, .psd (.gif files not recommended) - NCM can typically use the same photos used in NCM video ads, if applicable. - Stock photos at https://www.gettyimages.com/landing/pa-preview/expanded/27297 are available FREE of charge for NCM ads.* - TIP: DO NOT embed images in email, MS Office docs, etc.
Copy (Text Displayed on Banner)	- Limit to 10 words max if possible. Simlicity is the key to an effective ad. - TIP: Do not show a website URL as copy. The Click-Thru action on the banner will redirect users to your URL. You may want to include a "Click Here" button instead.
Click-Thru URL	- The provided URL **MUST BE LIVE/ACTIVE**. Only one URL per set of banners, please. - TIP: You many want to use a "special" URL for your own tracking purposes. If promoting an offer, consider a link to a social media site to enter user info.

Asset Delivery

Email	- Less than 25MB file attachment limit
Upload and Other File Transfer Services	- Upload files via Dropbox, Hightail, WeTransfer, or similar services

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