

Creative License Information

Video Ads and Digital Banner Ads produced by National CineMedia, LLC (“NCM”) are eligible for a Creative License if the following requirements are met:

1. An Advertiser must sign and return an NCM IO (provided by an NCM Account Director) and an “Addendum” form (provided by an NCM Campaign Manager after the Insertion Order Agreement is received and processed). By signing both documents, the Advertiser agrees to the NCM terms and conditions and to pay for the Creative License. **The fees associated with a Creative License are non-negotiable and may not be waived.** The terms of the Addendum state that an Advertiser will receive a non-transferable license to use, display, perform, and transmit the NCM Content for its own business purposes, but may not alter the media in any way. A draft version of the Addendum is available to review upon request.
2. The Advertiser must approve an ad before work on a Creative License can begin. Unless otherwise requested, the file(s) for a creative license will be rendered and provided per NCM specs (noted below). Other file formats or specs may be requested, but some requests may be impossible to fulfill or may incur additional fees.
3. NCM will provide ONE Creative License per ad, per contract. **If an Advertiser purchases a Creative License then requests NCM to make revisions to the media, the Advertiser must pay again for the revised version of the ad.** Some ads created before 2012 may use creative assets (photos, music, fonts, etc.) which may be ineligible for a Creative License and/or may incur additional fees.
4. Any changes made to the Terms & Conditions on the Insertion Order may void the terms of the required Addendum and will be reviewed on a case-by-case basis for eligibility.
5. Per the Terms and Conditions of the NCM Insertion Order Agreement, NCM retains Creative Ownership of ads and/or content produced by NCM.
6. NCM will not provide a Creative License for any of the following:
 - a. Externally produced ads
 - b. Ad Tags / Overlays / Revisions applied to externally produced ads
 - c. Name That Move ads
 - d. Noovie Unwind ads



Fees

Creative License (Web file only) = \$200 per ad, per contract



Duration
One (1) year from the Effective Date



Where
Advertiser’s owned and operated website. Facebook, Instagram, and Twitter.



Restricted
YouTube, Local Broadcast, or 3rd Parties.



File Specifications

Video Specs	Container	Resolution	Frame Rate (fps)	Format / Video Codec	Compression Setting	Bit Rate (kbit/s)
Web file*	.mp4	720p: 1280x720	24	H.264	Best-Medium	1,000 – 5,000

Audio Specs	Audio Codec	Sample Rate & Size	Channels	Bit Rate
Web file*	AAC-LC	48.0 kHz & 16-bit	Stereo (2)	128 kbps

*The file may be approx. 1–10 MB in size and is optimized for web platforms. Video compression and bit rate will vary depending on each piece of media.



Delivery

File(s) will be delivered via email, if size permits, or other acceptable digital transfer. For more information, please contact your Campaign Manager or Account Director.