

| CREATIVE SERVICES | | RATES | | DESCRIPTION |
|--|---|--|---|---|
| <i>15-BUSINESS-DAY TURN-AROUND TIME*</i> | | | | |
| VIDEO AD | :15 Video Ad | \$375 <small>(Without Voice-Over)</small> | \$525 <small>(With Voice-Over)</small> | <p>Includes ONE voice-over recording AND royalty-free music when purchased "With Voice-Over".</p> <p>Revision Policy:</p> <ul style="list-style-type: none"> 2 rounds of minor "visual" revisions are allowed DURING the production process. Excessive revisions will incur additional fees, including a \$50 charge per VO re-recording, minimum. After production is completed, revisions ARE permitted for a fee (see "Ad Revision" below). |
| | :30 Video Ad | \$650 <small>(Without Voice-Over)</small> | \$775 <small>(With Voice-Over)</small> | |
| | :45 Video Ad | \$975 <small>(With Voice-Over)</small> | | |
| | :60 Video Ad | \$1,150 <small>(With Voice-Over)</small> | | |
| ADDITIONAL CREATIVE SERVICES | Ad Revision <small>(Updates to text, graphics, photos, and/or VO & audio compositions)</small> | \$200 | | <p>AD REVISION = For internally produced ads</p> <ul style="list-style-type: none"> NCM cannot "revise" an externally produced ad since the original source files are not provided. NCM may be able to "mask" the unwanted items, but is subject to creative review. |
| | Ad Tag | \$150 | | <p>AD TAG = An end tag addition to an ad, typically TEXT placed at the end of an ad.</p> <ul style="list-style-type: none"> A "Master" ad must first be produced or provided, with all applicable fees. We cannot "revise" an externally produced ad since we do not have the original source files. NCM may be able to "mask" the unwanted items, but is subject to creative review. |
| | VO Only Ad Revision | \$100 | | <ul style="list-style-type: none"> This can be used when you only need to revise a VO for an Ad Revision, or when a client wants to add a VO to an existing ad. If other changes are needed, in addition to a VO change, please see "Ad Revision" above. |
| | Minor Text Revision | FREE | | <ul style="list-style-type: none"> Minor text revisions are for NCM produced ads during the original contract period. This free service is LIMITED TO ONE TEXT REVISION per quarter. If a text revision is requested for a NEW contract period, please see "Ad Revision" above. This option does NOT apply to previous Ad Tags or Revisions. Campaigns requiring multiple text revisions may incur additional fees. Please call for a quote. |
| | Custom Creative Services | Call for Quote | | <p>Includes video editing/embedding, 3D models, additional rendering, visual effects, etc.</p> <ul style="list-style-type: none"> Cost = \$250/hr (typically 2-hour minimum) and requires a quote from the Manager of Creative Production. Additional fees may apply due to unforeseen issues and/or excessive revision requests. <p>Note: This does not include stereoscopic 3D image creation.</p> |
| | Creative License <small>(Web-Ready File)</small> | \$200 per ad | | <p>Clients have the option of purchasing a Creative License for NCM-produced ads:</p> <ul style="list-style-type: none"> The fees shown are non-negotiable and cannot be waived. Some restrictions apply. <p>• For more info, view the Creative License document.</p> |
| | | | | |
| DIGITAL | Cross Platform Banners: NEW Design | \$300 | | <p>Static online and mobile banner ads produced by NCM include 4 layouts:</p> <ul style="list-style-type: none"> Leaderboard (728x90 pixels), MREC (300x250 pixels), Wide Skyscraper (160x600 pixels), and Mobile Leaderboard (320x50 pixels) |
| | Cross Platform Banners: from NCM Animation | \$200 | | <ul style="list-style-type: none"> For more info, view the Digital AdSpecs document. |
| | Cross Platform Video: Digital from Onscreen | FREE* <small>*Media Buy Minimum: \$1000</small> | | <p>Allows video spots to be run on digital platform</p> |

*Turn-around time is an estimate and may vary depending on a variety of factors, including communication and revision requests.

Per contractual and licensing agreements, original stock photos, voice-over recordings, background music, and/or other creative assets used in the production of an ad cannot be provided to clients.

| CREATIVE SERVICES | RATES | DESCRIPTION | | |
|--|--|--|--|--|
| <i>15-BUSINESS-DAY TURN-AROUND TIME*</i> | | | | |
| NAME THAT MOVIE | NTM with Client Provided Ad | \$375 | Includes ONE voice-over recording AND royalty-free music when purchased with voice-over. <ul style="list-style-type: none">• Custom 5 second open/close with client logo and VO. | |
| | Revised/New NTM Game Same Client Provided Ad | \$375 | | |
| | NTM w/ Internally Produced Ad (:45) | \$750 :15 Without Voice-Over | \$900 :15 With Voice-Over | Includes ONE voice-over recording AND royalty-free music when purchased "With Voice-Over". Revision Policy: <ul style="list-style-type: none">• 2 rounds of minor "visual" revisions are allowed DURING the production process.• Excessive revisions will incur additional fees, including a \$50 charge per VO re-recording, minimum.• After production is completed, revisions ARE permitted for a fee. |
| | NTM w/ Internally Produced Ad (:60) | \$1025 :30 Without Voice-Over) | \$1150 :30 With Voice-Over | |
| | NTM Title List: | | Ask Your Producer | |
| UNWIND | NOOVIE Unwind Library Theme | \$0/Cost added into minimum spend | Client logo added to the Open/Close graphics of the premade :30 second NOOVIE Unwind theme. | |
| | NOOVIE Unwind Custom Theme | \$500 | Client logo added to the Open/Close graphics and a custom :30 second Unwind section is created. | |

*Turn-around time is an estimate and may vary depending on a variety of factors, including communication and revision requests.

Per contractual and licensing agreements, original stock photos, voice-over recordings, background music, and/or other creative assets used in the production of an ad cannot be provided to clients.