

# Noovie Studios Asset Guide

#### NCM we get audiences

### 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	<b>Creative Brief</b> This is a critical step to organize your the NCM can produce an ad that meets or	
	Why Are You Advertising?	- Use the Creative Brief to answer this question and moreSimplicity is the key to an effective ad.
	On-Screen Text (Ad Copy)	<ul> <li>DO NOT include everything you do/offer/supply</li> <li>DO keep your information short and concise</li> <li>Recommended: Website, location, etc.</li> </ul>
	Voice Over Script	<ul> <li>A professional voice over talent will read your script.</li> <li>Recommended: Reinforce the text shown on-screen, but more conversational</li> <li>Required: :15 ad = :14 max length / :30 ad = :28 max length</li> <li>Specify gender and tone of voice</li> <li>Need help writing a script? Ask your Producer we are here to help you!</li> </ul>
	Music Selection (Optional)	- Select audio from <a href="http://adspecs.ncm.com/audio-MP3">http://adspecs.ncm.com/audio-MP3</a>
	Direction / Other Information	<ul> <li>Please provide any unique information, samples, etc. to help us understand your business and advertising desires.</li> </ul>

2 Creative Assets Once your Creative Brief is finished	<b>Creative Assets</b> Once your Creative Brief is finished, gather some creative assets to visually represent your message.		
Logo(s)	<ul> <li>Vector format .Al or .EPS files are preferred.</li> <li>Raster file formats (.JPG .PNG .PNG .PSD) will be reviewed on a case-by-case basis.</li> </ul>		
Image(s)	<ul> <li>≥ 2400 x 1600 pixels, native resolution</li> <li>DO NOT scale, skew or stretch your original images.</li> <li>DO send us images &lt; 2400 x 1600 pixels to review, if that is all you have.</li> <li>Common file types: .JPG .PNG .TIF .PSD (.GIF files not recommended)</li> <li>Stock photos at <u>https://www.gettyimages.com/landing/pa-preview/expanded/27297</u> are available FREE of charge for NCM ads!</li> <li>Size + Quality matter! <ul> <li>Large, original images = high quality video ads.</li> <li>Small images may be suitable for online and mobile banner ads.</li> <li>Images from MS Office docs, websites, printed cards, etc. will be rejected.</li> </ul> </li> </ul>		
Advanced Options (for Professional Designers & Agencies only)	<ul> <li>Layered Designs + Storyboards</li> <li>Layered .PSD files preferred, but .AI, .EPS .PDF .TIF &amp; .INDD files may be accepted.*</li> <li>Provide layouts in 16:9 widescreen and observe safe frames.</li> <li>Video Footage <ul> <li>Provide video footage to integrate into your ad (possibly for an additional fee).</li> <li>Video Specs: https://www.ncm.com/advertise</li> <li>All media will be reviewed on a case-by-case basis.</li> </ul> </li> </ul>		

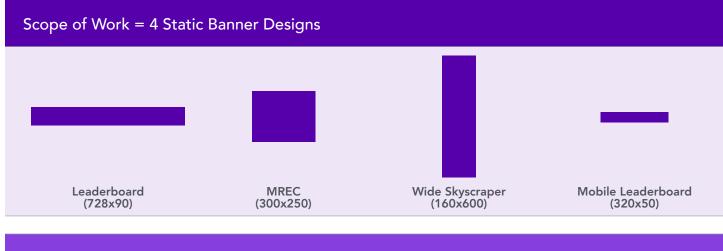
<b>3</b> Asset Delivery	
Email	<ul> <li>If attachments are less than 25MB per email</li> <li>For best results, email your Producer directly after they've contacted you.</li> </ul>
Upload and Other File Transfer Services	- Upload files via Dropbox, Hightail, WeTransfer, or similar services.

\* 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.



#### Required Creative Assets and Info

Logo(s)	<ul> <li>Vector format .AI or .EPS files are preferred.</li> <li>Raster file formats (.JPG .PNG .TIF .PSD) will be reviewed on a case-by-case basis.</li> <li>TIP: If you have horizontal and vertical/stacked logos, send both/all.</li> </ul>
Photo(s)	<ul> <li>1-3 photos (typically does not need to exceed 1024x800 pixels)</li> <li>File types: .jpg, .png, .tif, .psd (.gif files not recommended)</li> <li>NCM can typically use the same photos used in NCM video ads, if applicable.</li> <li>Stock photos at <u>https://www.gettyimages.com/landing/pa-preview/expanded/27297</u> are available FREE of charge for NCM ads.*</li> <li>TIP: DO NOT embed images in email, MS Office docs, etc.</li> </ul>
Copy (Text Displayed on Banner)	<ul> <li>Limit to 10 words max if possible. Simlicity is the key to an effective ad.</li> <li>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.</li> </ul>
Click-Thru URL	<ul> <li>The provided URL MUST BE LIVE/ACTIVE. Only one URL per set of banners, please.</li> <li>TIP: You many want to use a "special" URL for your own tracking purposes.</li> <li>If promoting an offer, consider a link to a social media site to enter user info.</li> </ul>

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

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