

CREATIVE SERVICES		RATES		DESCRIPTION
15-BUSINESS-DAY TURN-AROUND TIME*				
VIDEO AD	:15 Video Ad	\$375 Without Voice-Over	\$525 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 (see "Ad Revision" below). For more info, visit: https://adspecs.ncm.com/content/files/cinema-ad-specs.pdf
	:30 Video Ad	\$650 Without Voice-Over	\$775 With Voice-Over	
	:45 Video Ad	\$975 With Voice-Over		
	:60 Video Ad	\$1,150 With Voice-Over		
ADDITIONAL CREATIVE SERVICES	Ad Revision (Updates to text, graphics, photos, and/or VO & audio compositions)	\$200		AD REVISION = For Internally Produced Video Ads and Banner Ads <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		AD TAG = An end tag addition to an ad, typically TEXT placed at the end of an ad. <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 video 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		Includes video editing/embedding, 3D models, additional rendering/visual effects, etc. <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. Note: This does not include stereoscopic 3D image creation.
	Creative License (Web-Ready File)	\$200 per ad		Clients have the option of purchasing a Creative License for NCM-produced video ads: <ul style="list-style-type: none"> The fees shown are non-negotiable and cannot be waived. Some restrictions apply and assumes delivery of files via NCM Aspera Faspex. For more info, visit https://adspecs.ncm.com/content/files/production/prodcreativelicense.pdf
DIGITAL	Cross Platform Banners: NEW Design	\$300		Static online and mobile banner ads produced by NCM include 4 layouts: <ul style="list-style-type: none"> Leaderboard (728x90 pixels), MREC (300x250 pixels), Wide Skyscraper (160x600 pixels), and Mobile Leaderboard (320x50 pixels) After production is completed, revisions ARE NOT permitted. For more info, visit: https://adspecs.ncm.com/content/files/digitalspecslocal.pdf
	Cross Platform Banners: from NCM Animation	\$200		
	Cross Platform Video: Digital from Onscreen	FREE* *Media Buy Minimum: \$1000		

*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.

NCM's Production Rate Card

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NAME THAT MOVIE	NTM with Client Provided Ad	\$375		Includes ONE Voice Over recording and royalty-free music. Custom 5 sec open/close with Client Logo and VO.
	Revised/New NTM Game-Same Client Provided Ad	\$375		Swapping out the NTM game but the ad on the end stays the same.
	Same NTM Game-Change Client Provided Ad	\$0		Game stays the same, Client Provided ad on the end changes.
	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 (see "Ad Revision" below). • For more info, visit: https://adspecs.ncm.com/content/files/cinema-ad-specs.pdf
	NTM w/Internally Produced Ad (:60)	\$1025 :30 Without Voice-Over	\$1150 :30 With Voice-Over	
		NTM Title List: *Ask Your Producer		
NOOVIE UNWIND	NOOVIE Unwind Library Theme	\$0—Cost added into Minimum Spend		Client Logo added to the Open/Close Graphics of the Premade :30 sec Noovie Unwind Theme.
	NOOVIE Unwind Custom Theme	\$500		Client Logo added to the Open/Close Graphics and a Custom :30 sec Unwind section is created.
CUSTOM NOOVIE UNWIND				

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