

**STEP 1 Creative Brief** Fill out the Creative Brief on page 2.  
This step helps your producer understand your organization, your services, and your call-to-action, in order to deliver an effective cinema ad.

**STEP 2 Creative Assets\*** These are your visual materials. Gather your creative assets to visually represent your message.

<b>Logo(s)</b>	<ul style="list-style-type: none"><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></ul>
<b>Image(s)</b>	<ul style="list-style-type: none"><li>- At least 2400 x 1600 pixels (contact your producer for help identifying resolution size).</li><li>- Common file types: .JPG, .PNG, .TIF, .PSD (.GIF files not recommended).</li><li>- Stock photos at <a href="https://www.gettyimages.com/landing/pa-preview/expanded/27297">https://www.gettyimages.com/landing/pa-preview/expanded/27297</a> are available FREE of charge for NCM ads!</li></ul>
<b>Video</b>	<ul style="list-style-type: none"><li>- For NCM video specs, visit: <a href="https://www.ncm.com/majormarkets-adspecs">https://www.ncm.com/majormarkets-adspecs</a></li><li>- All media will be reviewed on a case-by-case basis.</li></ul>

**STEP 3 Asset Delivery**

<b>Email</b>	<ul style="list-style-type: none"><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>
<b>Upload &amp; Other File Transfer Services</b>	<ul style="list-style-type: none"><li>- Upload files via Dropbox, Hightail, WeTransfer, or similar services.</li></ul>

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