

Our Post Production process requires **10 business-days**, and will begin once your media (which meet our specifications) has been received.

HOW TO DELIVER YOUR CREATIVE ASSETS:

Send your physical media (drive, disc or tape) clearly labeled, along with a copy of your contract to:

National CineMedia - Attn: Regional Production - 9110 E. Nichols Ave., # 200 - Centennial, CO 80112

When providing your content, please select one of the following formats in which to send to NCM.

If the corresponding specifications are not met, your media will be rejected.

	Option-A	Option-B	Option-C	
	<p>HD Format Tape</p> <p>1 finished spot on HD-D5, HDCam/SR, or Sony HDV</p>	<p>HD Digital File</p> <p>1 finished spot on Data DVD-R Portable Hard Drive or USB Flash Drive</p>	<p>SD Format Tape</p> <p>(Preferred if content is native 4:3 or native SD) SD files on disc are NOT accepted</p> <p>1 finished spot on DVCAM, MiniDV, DigiBeta or Beta SP</p>	
LAYOUT	<p>16:9 raster square pixel aspect allow for 20% Title Safe (see diagram below)</p> <p>NO Pillar-Boxed video</p>	<p>16:9 raster square pixel aspect allow for 20% Title Safe (see diagram below)</p> <p>NO Pillar-Boxed video</p>	<p>4:3 raster, letterboxed* or 16:9 Anamorphic *will be cropped and/or stretched</p> <p>NO Pillar-Boxed video</p>	LAYOUT
FORMAT	<p>HD-D5 1080i@59.94 / 1080p@23.98 / 720p@59.94</p> <p>HDCam / HDCamSR* 1080i@59.94 / 1080p@23.98 / *720p@59.94</p> <p>Sony HDV: 1080i@59.94</p>	<p>1280 x 720p @ 59.94 fps</p> <p>Quicktime Codecs accepted: "Pro-Res", "Animation" or "none" (WRAW.avi also accepted)</p>	<p>720 x 480 @ 29.97 fps (color bars optional)</p>	FORMAT
AUDIO	<p>2 or 8 Channels on tape 5.1 stems & LT/RT or Stereo L/R - or -</p> <p>.wav or .aif on separate disc w/ 2-pop 16bit @ 48k uncompressed (fades will be added at start and end of spot)</p>	<p>2 Channel embedded in file LT/RT or Stereo L/R - or -</p> <p>separate .wav or .aif's 16bit @ 48k uncompressed (fades will be added at start and end of spot)</p>	<p>2 Channels on tape LT/RT or Stereo L/R - or -</p> <p>.wav or .aif on separate disc w/ 2-pop 16bit @ 48k uncompressed (fades will be added at start and end of spot)</p>	AUDIO

NOT ACCEPTED

- **Pillar-Boxed video**
(black bars on left and right of video)
- **JVC or 720p on HDV**
- **DVCPRO HD**

NOT ACCEPTED

- ***Player DVDs***
If you can watch it on your DVD player/TV, we can NOT use it
- **Pillar-Boxed video**
(black bars on left and right of video)
- **SD files on disc**
- **PPT files, web videos or similar**
- **Compressed files**
- **3rd Party codecs** (not native to Quicktime)
- **Still images** (non video/animation)

NOT ACCEPTED

- **Pillar-Boxed video**
(black bars on left and right of video)
- **Non title-safe video**
- **DVCPRO, Betacam or VHS**
- **SD files on disc**

Action Safe: 10%
Title Safe: 20%



Please do not place Copy or other essential elements outside of the Title Safe margin (20% from each edge).

Please note: All files will be output to theatres at 720p @ 59.94 fps with LT/RT audio



For more information you may call the AdSpec Hotline at **800.828.2828, option 7**, or visit the following links:

*Additional Specifications: <http://adspecs.ncm.com>

*FAQ's: <http://adspecs.ncm.com/www/html/faq.html>