

## Digital Advertising

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# Creative Policy Overview

NCM's Creative Policy applies to advertisements on all NCM's Platforms. NCM reserves the right in its sole discretion to (i) reject any advertisement, (ii) determine what is acceptable to be displayed within the Noovie preshow, Lobby Entertainment Network (LEN), on-site Lobby Promotions within the NCM Affiliated theater network, and all digital properties and platforms. NCM can refuse to run advertising that is generally competitive to NCM's business.

## Restrictions for NCM's digital platforms include:

- Broken or blank creative
- Not to spec
- Misleading or sensationalized messaging, content, or images
- Illegal materials or content
- Inappropriate content and prohibited categories (e.g., language, violence, adult, nudity, racy, etc.)  
*See following section for additional restrictions.*
- Malware, privacy, and security violations
- Non-user initiated audio

**VIOLATIONS TO THESE RESTRICTIONS WILL RESULT IN IMMEDIATE REMOVAL FROM THE NETWORK.**

## The following subject matter is PROHIBITED:

- Adult-oriented subject matter, including without limitation, nudity, sensuality, sexual aids, toys, clubs, entertainment, 900 numbers, or events
- Promotion of tobacco or tobacco use, including smoke shops, cigar bars, e-cigarettes, vape shops, and hookah lounges
- Graphic, disturbing, or unattractive medical images
- Obscene or confrontational language
- Promotion of drug use or any illegal activity
- Personal messaging including marriage proposals, anniversaries, birthdays, etc.
- Psychic advertising
- Birth control products, pro-life or pro-choice organizations, campaigns or causes, any mention of abortion counseling or services
- Use of images, photos, logos, video, music, or voice-over talent for which the advertiser has not secured all applicable licenses or authorization for in-theater use
- Use of MPAA banner or any imitation thereof, unless advertiser has received and can provide an appropriate copyright license
- Anything that reflects negatively on circuits, movies, or movie-going (i.e., ticket/concession pricing, movie quality, etc.) or anything that may adversely affect attendance
- Display of inactive web addresses
- The promotion of firearms, weapons, ammunition, shooting ranges, gun clubs, etc.
- Shock advertising or fear campaigns

# Creative Policy Overview

## Verification and Tagging Policy

Ads may be tagged solely for the purpose of collecting data geared toward measuring performance of a campaign (e.g., ROI, attribution, impact, and verification), in each case, as approved by NCM. No browser-based cookies, Flash cookies, web beacons, pixels, tags, or any other technology designed to track end-users' activity for any purpose (including, without limitation, to target or retarget ads) on any NCM branded, owned, licensed, affiliated or controlled website, application, or other online product without prior NCM written consent.

NCM must be notified of all data being collected in connection with a campaign by an advertiser, agency and/or third-party vendors acting on their behalf for the purpose of verifying that such data collection activity is acceptable to NCM. All data collected in connection with a campaign (including, without limitation, personally identifiable information) must be approved by NCM in writing prior to the campaign start date.

Any campaign intended to capture information for the purpose of serving ads to, or otherwise targeting or actively engaging with, NCM users outside of NCM platforms or offerings, is prohibited (e.g., no database, network, or exchange may be built and/or exploited as "NCM Movie Audience or Users").

Data collected may not be sold or otherwise transferred to any third party for such third party's commercial use.

Data collected must be made available for review by NCM at NCM's request.

Advertisers, agencies, and third-party vendors acting on their behalf must comply with the Behavioral Advertising Self-Regulatory Principles, which may be found at the following URL: <https://www.iab.com/wp-content/uploads/2015/05/ven-principles-07-01-09.pdf>.

**NCM RESERVES THE RIGHT TO DISAPPROVE USE OF ANY ADVERTISER'S OR AGENCY'S THIRD-PARTY VENDOR.**

## Malware

Malware delivered via advertising creatives degrades the advertising ecosystem, undermines NCM's relationship with supply partners, harms consumers, and negatively affects NCM's brand. Additionally, malware-infected machines may be used to generate money for fraudsters. NCM does not allow ad creatives that are infected with malware or can be used as a distribution vector for malware. Ads that misrepresent themselves or ads that click through to landing pages that are infected with malware are not allowed.

**ADS AND ACCOUNTS THAT VIOLATE THIS POLICY WILL BE SUSPENDED.**

## NCM Adheres to IAB Creative Guidelines

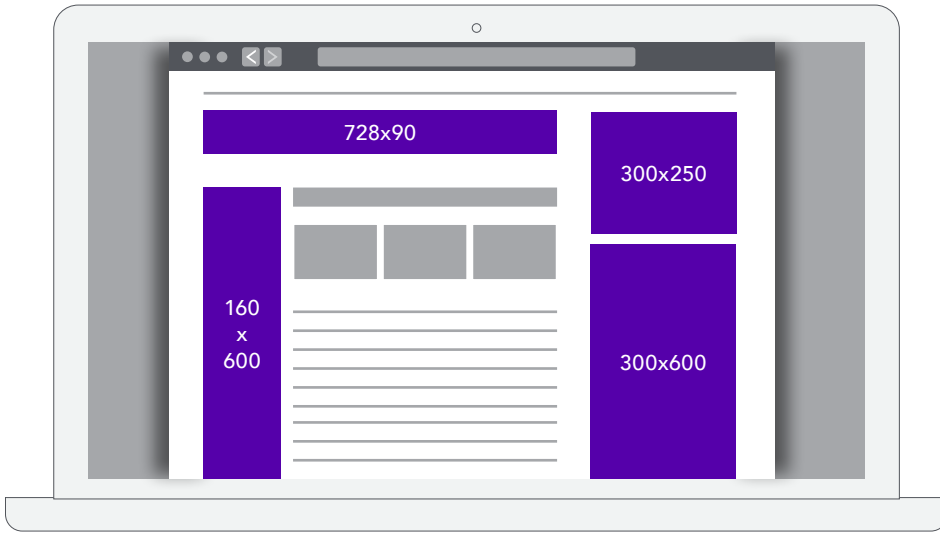
### HTML5 Guidelines

<https://www.iab.com/wp-content/uploads/2016/04/HTML5forDigitalAdvertising2.0.pdf>

### VAST Guidelines

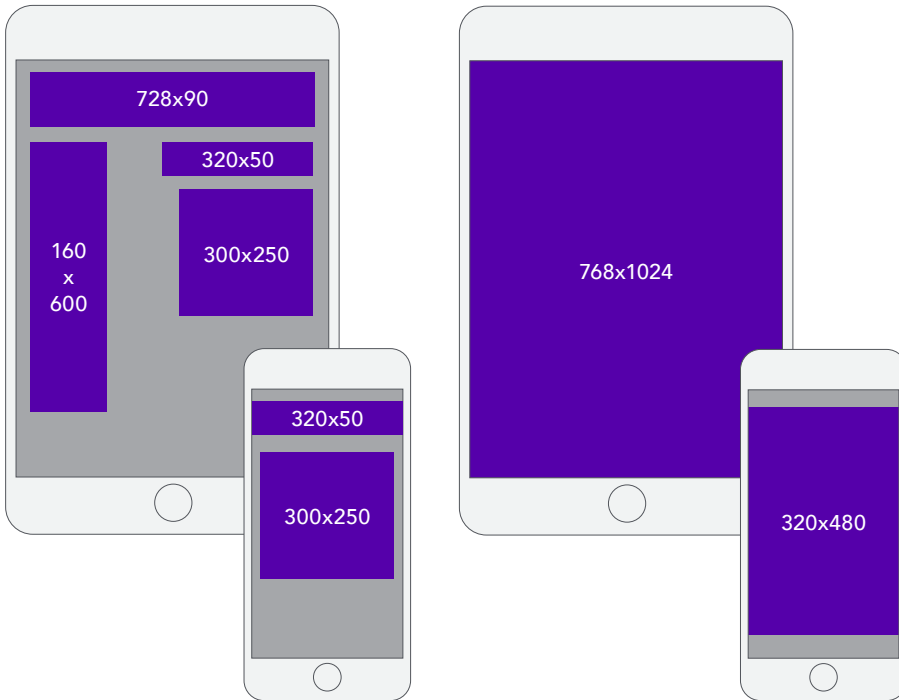
[https://www.iab.com/wp-content/uploads/2015/11/VAST-2\\_0-FINAL.pdf](https://www.iab.com/wp-content/uploads/2015/11/VAST-2_0-FINAL.pdf)

# Visual Guide to Ad Sizes



Desktop

- 1 LEADERBOARD  
728x90 px
- 2 SKYSCRAPER  
160x600 px
- 3 MEDIUM RECTANGLE  
300x250 px
- 4 MOBILE BANNER  
320x50 px
- 5 FULL PANEL  
Mobile: 320x480 px  
Tablet: 768x1024 / 1024x768 px
- 6 HALF PAGE  
300x600 px



Tablet / Mobile

The images displayed here are for presentation purposes only; all other uses are prohibited, including without limitation, editing or copying the ads. Any advertiser will be responsible for securing all necessary licenses, clearances, and authorizations for any proprietary content contained in the ad, including without limitation, trademarks, logos and trade dress, photographs, and images.

# Banner Ads

	CROSS PLATFORM		FULL PANEL	NOOVIE PROPERTIES	
<b>Position</b>	RON		RON	ROS	
<b>Ad Unit</b>	300x250 160x600 728x90 300x600	320x50	320x480 768x1024 1024x768	300x250 728x90	320x50
<b>File Formats</b>	GIF, PNG, JPG, third party ad tags		GIF, PNG, JPG, third party ad tags	GIF, PNG, JPG, third party ad tags	
<b>HTML5</b>	Yes (must be third party-hosted)		Yes (must be third party-hosted)	Yes (must be third party-hosted)	
<b>Ad Serving</b>	Third party ad-served (preferred) or site-served		Third party ad-served (preferred) or site-served	Third party ad-served (preferred) or site-served	
<b>Tag Types</b>	1x1, javascript		1x1, javascript	1x1, javascript	
<b>Max Frame Rate</b>	24 fps	N/A	N/A	24 fps	N/A
<b>Max Load File Size</b>	150 KB	400 KB	400 KB	150 KB	400 KB
<b>Max Animation Length</b>	15 seconds		15 seconds	15 seconds	
<b>Max Looping</b>	3		3	3	
<b>Rich Media</b>	Yes		Yes	Yes	
<b>Audio</b>	User-initiated		User-initiated	User-initiated	
<b>Accepted Verification Vendors</b>	IAS, DV, MOAT		IAS, DV, MOAT	IAS, DV, MOAT	
<b>Blocking/Monitoring</b>	Yes		Yes	Yes	
<b>Submission Lead Time</b>	3 business days		3 business days	3 business days	
<b>Creative</b>	Must include visible contrasting border if ad is primarily white or black		Must include visible contrasting border if ad is primarily white or black	Must include visible contrasting border if ad is primarily white or black	

# Expandable Banner Ads

	CROSS PLATFORM		NOOVIE PROPERTIES	
<b>Position</b>	RON		ROS	
<b>Ad Unit</b>	300x250 160x600 728x90	320x50	300x250 728x90	320x50
<b>Expanded Ad Size</b>	600x250 320x600 728x270	320x480	600x250 728x270	320x480
<b>File Formats</b>	HTML5 (must be third party-hosted)		HTML5 (must be third party-hosted)	
<b>Tag Types</b>	javascript		javascript	
<b>Max Frame Rate</b>	24 fps	N/A	24 fps	
<b>Max Load File Size</b>	150 KB	400 KB	150 KB	400 KB
<b>Max Animation Length</b>	15 seconds		15 seconds	
<b>Max Looping</b>	3		3	
<b>Rich Media</b>	Yes		Yes	
<b>Min Required Controls</b>	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8 pt (11 px) to 16 pt (21 px)		Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8 pt (11 px) to 16 pt (21 px)	
<b>Audio</b>	User-initiated		User-initiated	
<b>Expansion</b>	Can be any direction but one direction per ad tag		Can be any direction but one direction per ad tag	
<b>Accepted Verification Vendors</b>	IAS, DV, MOAT		IAS, DV, MOAT	
<b>Blocking/Monitoring</b>	Yes		Yes	
<b>Submission Lead Time</b>	3 business days		3 business days	
<b>Creative</b>	Must include visible contrasting border if ad is primarily white or black		Must include visible contrasting border if ad is primarily white or black	

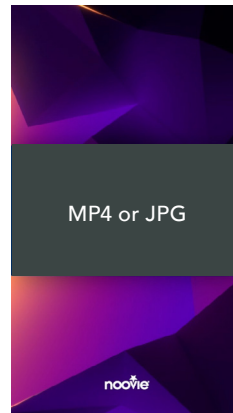
# Video Ads

	CROSS PLATFORM VIDEO	OTT / CTV	YOUTUBE
<b>Aspect Ratio</b>	16:9 Widescreen, 4:3 Standard	1920x1080 px	1920x1080 px
<b>File Formats</b>	MOV or MP4	MP4	MP4
<b>HTML5</b>	Yes (must be third party-hosted)		
<b>Bitrate</b>	<2500 KBPS	<1200 KBPS	>1000 KBPS
<b>Max File Size</b>	20 MB	30 MB	10 MB
<b>Frame Rate</b>	30 fps		
<b>Video Length</b>	15 or 30 seconds	15 or 30 seconds	<b>Non-Skip:</b> 6 seconds, 15 seconds <b>Skip:</b> 0:16 - 2:30
<b>Ad Serving</b>	Site-served or third party ad-served		
<b>Accepted Creative Formats</b>	Raw asset + url, 1x1 tracking tag + url, VAST, VPAID, MRAID	Raw asset + url, 1x1 tracking tag + url, VAST, VPAID, MRAID	DCM 1x1 + URL
<b>VAST</b>	2.0 (must be mobile-encoded with MP4)	2.0	2.0 and 3.0
<b>VPAID</b>	<b>Desktop:</b> VPAID Flash and VPAID JS <b>Mobile:</b> VPAID JS	N/A	N/A
<b>Verification Vendors</b>	IAS, DV, MOAT	N/A	N/A
<b>Blocking/Monitoring</b>	Yes	N/A	N/A
<b>Video Skippability</b>	Non-skippable inventory	Non-skippable inventory	<b>Non-Skip:</b> 6 seconds, 15 seconds <b>Skip:</b> 0:16 - 2:30
<b>Submission Lead Time</b>	3 business days		

# DOOH Platform

CONVENIENCE DOOH	
Aspect Ratio*	9:16
Format	MP4 (video) & JPG (static)
Format Dimensions	720x1280 (no black bars)
Video Length	:15
Audio	N/A
Other Notes	<ul style="list-style-type: none"> <li>- Frame Rates: Please use Native Frame Rate</li> <li>- Max File Size: 5 MB</li> <li>- No Slates or Leaders Required</li> </ul>

\* If material for Convenience is not provided in a 9x16 format, the below template will be used to complete the image processing.



ON-CAMPUS DOOH	
Aspect Ratio	16:9 & 9:16
Format	MP4 (video), JPG (static)
Format Dimensions	1920 x 1080 & 1080 x 1920
Video Length	:15
Audio	Yes