



LOCAL AND REGIONAL CONTENT OVERVIEW

While striving to meet the needs of our advertisers, NCM must also be sensitive to the interests of moviegoers, theater circuits, and movie studios alike. NCM has established the following guidelines to ensure Noovie On-screen, LEN, Digital and Lobby Promotion programs promote an entertaining, relaxing atmosphere to enhance the movie-going experience.

NCM Reserves the right, in its sole discretion, to reject, ratings-restrict or request modifications to any ad it deems inappropriate for certain viewing audiences. Thus, the tone of the content must be suitably mild, per the MPAA Ratings standards, for all ratings. Any stylistic approach that presents material in a dark, threatening, frightening, morbid, aggressive, sexual nature, or depicts alcohol use may be deemed inappropriate and subject to ratings restrictions.

We advise sending story-boards, rough cuts or demo media for advanced preview, as all creative is reviewed internally by NCM.

The promotion or inclusion of the following subject matter is prohibited:

- Adult-oriented subject matter, such as nudity, sensuality, sexual aids, toys, clubs, shops or websites
- Tobacco, tobacco use, smoke shops, cigar bars, hookah lounges, vaping, CBD products, and marijuana use, is prohibited content, even in states with legalization
- Promotion of drug use or any illegal activity
- Personal messaging including marriage proposals, anniversaries, birthdays, etc.
- Psychic/metaphysical advertising
- Birth control products, contraception, procedures, pro-life/pro-choice organizations, or any mention of abortion counseling or services
- Use of images, photos, logos, video, music or voice-over talent that the advertiser has not secured all applicable licenses or authorization for in-theater use
- Use of materials believed to be “parody” of another work, including the MPA banner, or any imitation thereof, unless advertiser has received and can provide an appropriate copyright license
- Anything that reflects negatively or comparatively to circuits, movies or movie-going (*i.e.*, *ticket/concession pricing, movie quality, etc.*) or anything that may adversely affect attendance
- Products or services that violate any circuit agreements or exclusive contractual relationships, such as food or beverage products deemed competitive with circuit agreements
- Any likeness to cinema courtesy messaging regarding “silence your cell phone or similar verbiage/imagery
- Promotion of firearms, weapons, ammunition, shooting ranges, gun clubs, or firearm sales/training etc.
- Political advertising, including ballot initiatives, petitions, or PSAs featuring a potential candidate
- Images must have motion. Because NCM's Noovie Pre-Show is a cinematic experience, Static Images will be rejected.

The following subject matter will be flagged for review and NCM may require edits:

- Religious organizations can advertise time and location of services, events or activities but preachy overtones and/or scripture in audio or text is prohibited
- Recruitment advertising may not include businesses, industries, or wages considered competitive with theaters
- Promotion of alcohol or alcohol use
- Support organizations and mention of specific diseases, testing and related medications
- Violence, explosions, or incidental appearance of firearms or weapons
- Promotion of lottery, lotto or gambling will be restricted to PG13 & R ratings
- Drug prevention, anti-tobacco/marijuana/alcohol campaigns may be ratings restricted
- Reproductive health
- Texting/call-to-action campaigns may not be permitted in some circuits

***NCM reserves the right in its sole discretion to (1) reject any ad and, (2) determine what is acceptable to be displayed within Noovie On-screen, Lobby Entertainment Network (LEN), and on-site Lobby Promotions within the NCM affiliated theatre network.**

**** Please contact your Account Director if you have additional questions or concerns.**