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Digital Advertising
CREATIVE POLICY & AD SPECIFICATIONS

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.
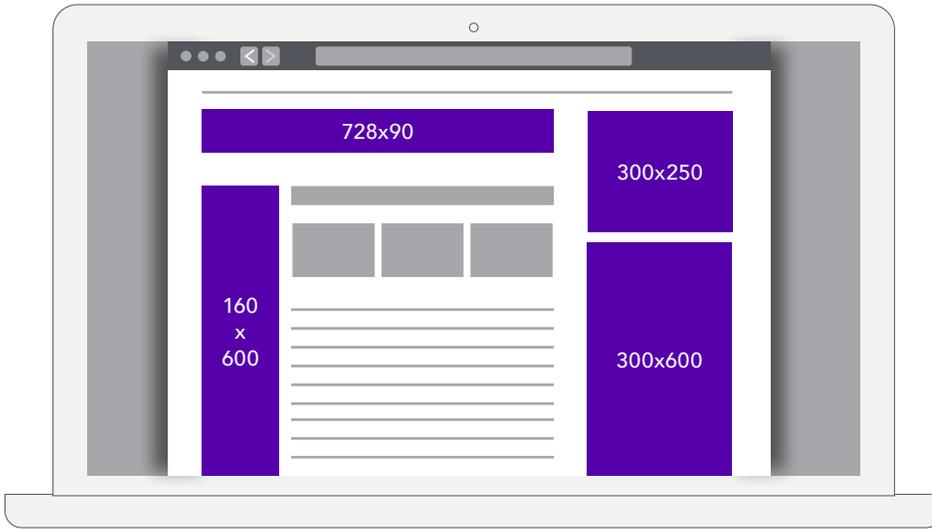
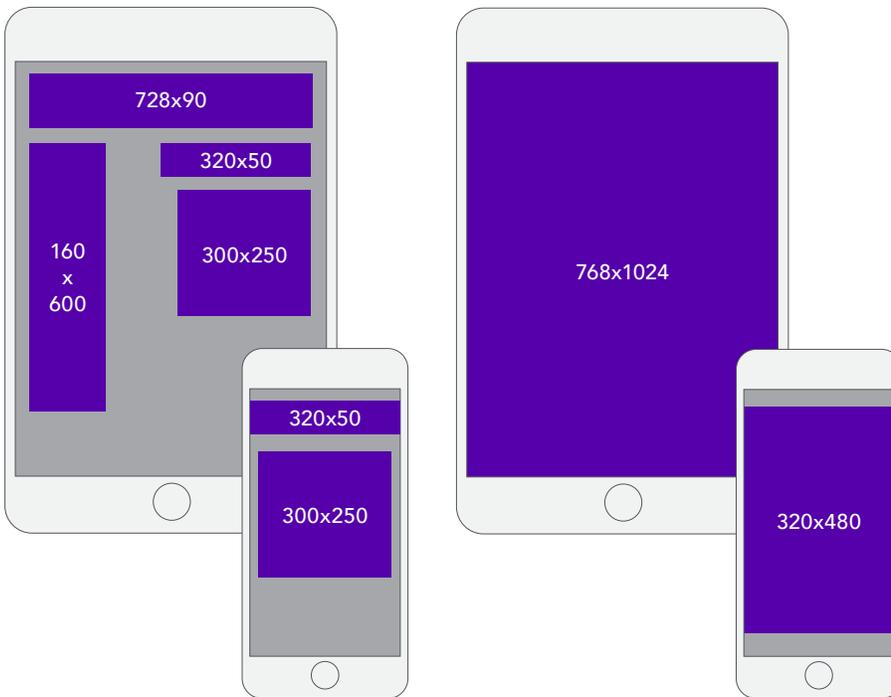## NCM Adheres to IAB Creative Guidelines

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

Visual Guide to Ad Sizes

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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

Banner Ads

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

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	CROSS PLATFORM		NOOVIE PROPERTIES	
Position	RON		ROS	
Ad Unit	300x250 160x600 728x90	320x50	300x250 728x90	320x50
Expanded Ad Size	600x250 320x600 728x270	320x480	600x250 728x270	320x480
File Formats	HTML5 (must be third party-hosted)		HTML5 (must be third party-hosted)	
Tag Types	javascript		javascript	
Max Frame Rate	24 fps	N/A	24 fps	
Max Load File Size	150 KB	400 KB	150 KB	400 KB
Max Animation Length	15 seconds		15 seconds	
Max Looping	3		3	
Rich Media	Yes		Yes	
Min Required Controls	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)	
Audio	User-initiated		User-initiated	
Expansion	Can be any direction but one direction per ad tag		Can be any direction but one direction per ad tag	
Accepted Verification Vendors	IAS, DV, MOAT		IAS, DV, MOAT	
Blocking/Monitoring	Yes		Yes	
Submission Lead Time	3 business days		3 business days	
Creative	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
Aspect Ratio	16:9 Widescreen, 4:3 Standard	1920x1080 px	1920x1080 px
File Formats	MOV or MP4	MP4	MP4
HTML5	Yes (must be third party-hosted)		
Bitrate	<2500 KBPS	<1200 KBPS	>1000 KBPS
Max File Size	20 MB	30 MB	10 MB
Frame Rate	30 fps		
Video Length	15 or 30 seconds	15 or 30 seconds	**Non-Skip:** 6 seconds, 15 seconds **Skip:** 0:16 - 2:30
Ad Serving	Site-served or third party ad-served		
Accepted Creative Formats	Raw asset + url, 1x1 tracking tag + url, VAST, VPAID, MRAID	Raw asset + url, 1x1 tracking tag + url, VAST, VPAID, MRAID	DCM 1x1 + URL
VAST	2.0 (must be mobile-encoded with MP4)	2.0	2.0 and 3.0
VPAID	**Desktop:** VPAID Flash and VPAID JS **Mobile:** VPAID JS	N/A	N/A
Verification Vendors	IAS, DV, MOAT	N/A	N/A
Blocking/Monitoring	Yes	N/A	N/A
Video Skippability	Non-skippable inventory	Non-skippable inventory	Non-Skip: 6 seconds, 15 seconds Skip: 0:16 - 2:30
Submission Lead Time	3 business days		

DOOH Platform

CONVENIENCE DOOH	
Aspect Ratio*	9:16
Format	MP4 (video) & JPG (static)
Format Dimensions	768 X 1364 (no black bars)
Video Length	:15
Audio	N/A
Other Notes	- Frame Rates: Please use Native Frame Rate - Max File Size: 5 MB - No Slates or Leaders Required

* 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