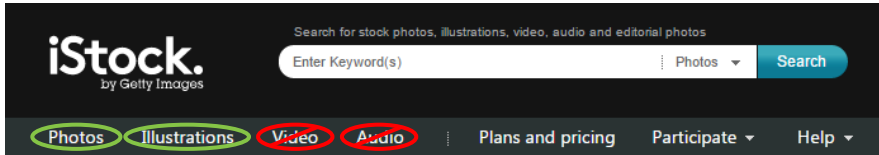


If NCM is producing your ad, we have access to thousands of stock PHOTOS and ILLUSTRATIONS to use in your ad FREE of charge! \* VIDEO and AUDIO files found on iStock are NOT included.

## INSTRUCTIONS

1. Visit [www.iStockPhoto.com](http://www.iStockPhoto.com)
2. Click on **Photos** or **Illustrations** in the upper-left corner.



3. Search for any Keywords that apply to your ad. \*\*  
★**TIP:** If “Editorial Use Only” appears on an image with the iStock watermark, it cannot be used for advertising.
4. After the Keyword search is complete, several thumbnail images will be displayed  
A: Scan the thumbnail images until you find image(s) you like...  
B: Click on a thumbnail to get more info. **DO NOT** click on “Download” button.  
C: Look under Details for the Stock Photo # or Stock Illustration # ... and copy this number and save it for later.  
★**TIP:** Narrow or expand your results by selecting filters on the left side of the screen.
5. After finding stock images you like, provide the Stock Photo / Illustration numbers to your Producer (and include on your Creative Brief).

## RECOMMENDATIONS

- > **DO** select photos with similar orientations... such as VERTICAL or HORIZONTAL - this will allow for better layout/design
- > **DO** provide a LIMITED amount stock image numbers per the following guidelines:
  - :15 Animated ads = 3-5 images
  - :30 Animated ads = 6-10 images
  - Digital Banner ads = 3-5 images
- > **DO NOT** ask your Producer to download images from any other site.
- > **DO NOT** purchase images unless you plan to use them for other advertising/business purposes.

\* Any files downloaded from iStockphoto.com by NCM may NOT be redistributed for other uses. All images used in NCM advertising are subject to content review and may be rating-restricted or rejected. NCM will not reimburse any clients or agencies for purchases made at this or any other royalty-free stock photo site.

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