



National Digital Advertising GUIDELINES AND SPECIFICATIONS

Cinema Accelerator

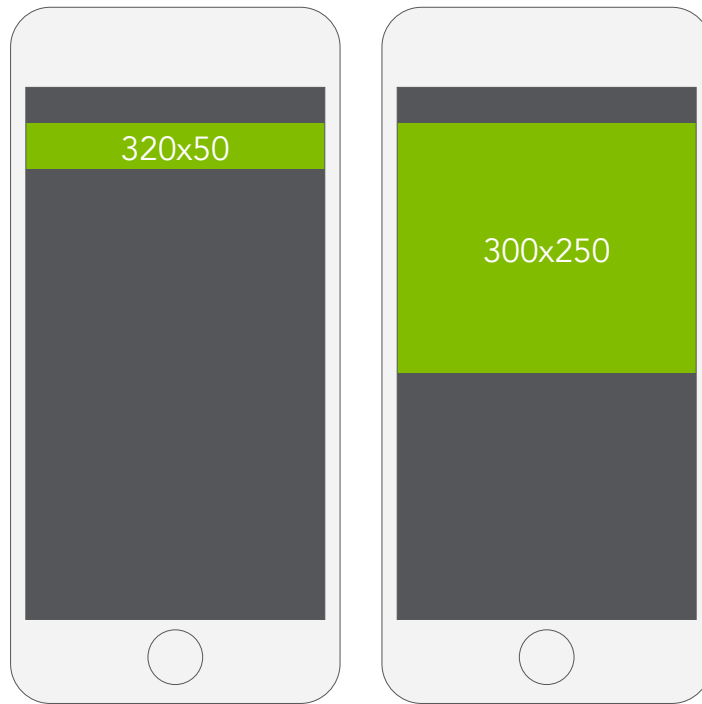
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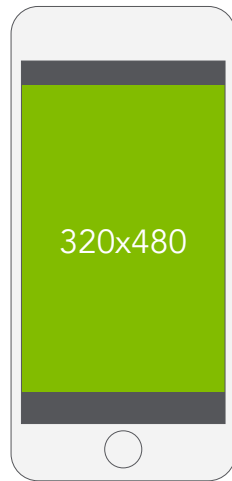
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Mobile Banners

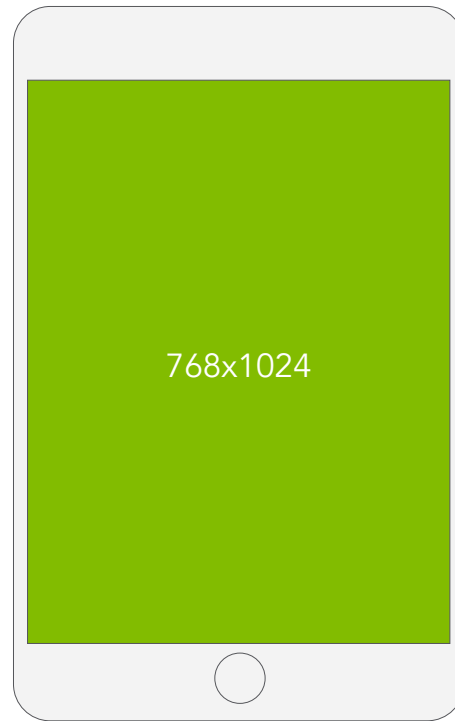


Unit Dimensions	320x50 300x250
Accepted File Types	JPG, GIF, PNG
Code / Tag	JavaScript iFrame HTML5 (Must be served through a third party)
Maximum File Size	50KB HTML5: 200KB
Max. Animation Length	15 seconds
Max. Number of Loops	3 loops
Creative Deadlines	3 business days prior to campaign launch
Delivery	Email all creative files to your NCM Account Director

Mobile Full Panel

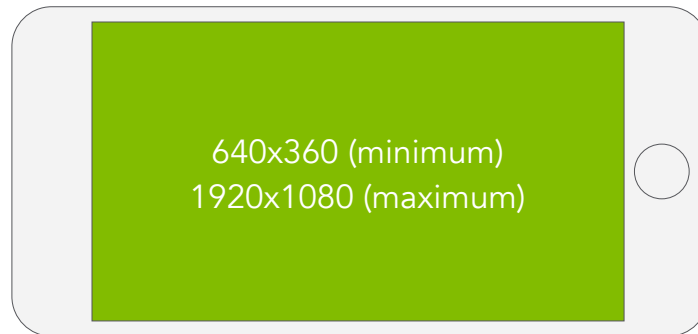


Mobile Device



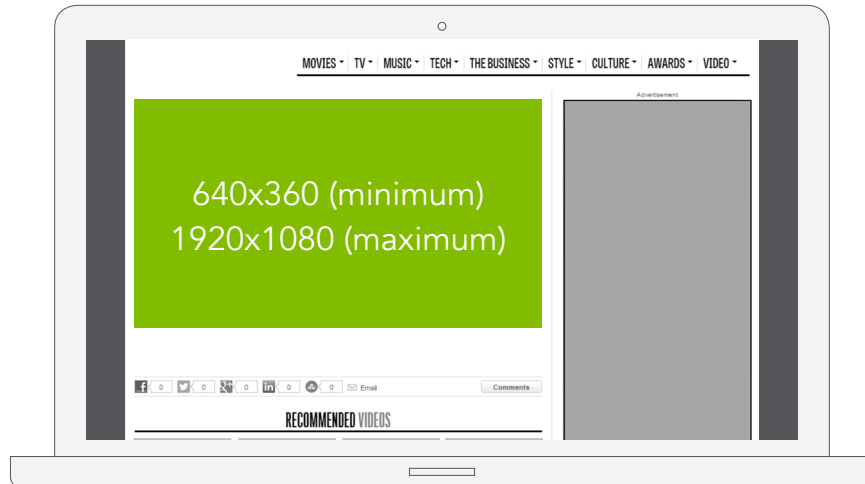
Tablet Device

Unit Dimensions	320x480 768x1024
Accepted File Types	JPG, GIF, PNG
Code / Tag	Javascript (NO FLASH)
Maximum File Size	50KB
Max. Animation Length	15 seconds
Max. Number of Loops	3 loops
Creative Deadlines	5 business days prior to campaign launch (Custom unit requires 10 business days)
Delivery	Email all creative files to your NCM Account Director



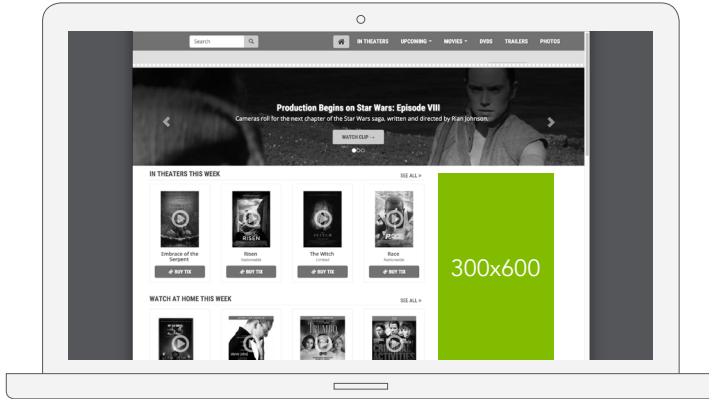
Unit Dimensions	640x360 (minimum) 1920x1080 (maximum)
Accepted File Types	MP4, MOV
Code / Tag	VAST 2.0 or greater tag
Maximum File Size	20MB
Aspect Ratio	16:9
Max. Animation Length	30 seconds
Audio Requirements	On click: mute/ un-mute; default state is muted
Frames Per Second	24 FPS, Non-skippable
Creative Deadlines	3 business days prior to campaign launch
Delivery	Email all creative files to your NCM Account Director

Display Pre-Roll

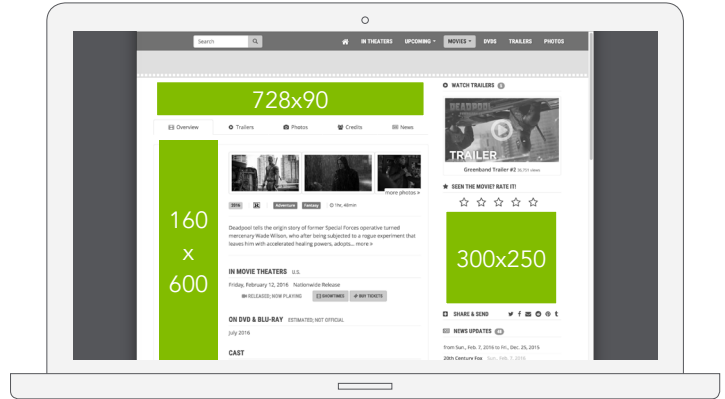


Unit Dimensions	640x360 (minimum) 1920x1080 (maximum)
Accepted File Types	MP4, MOV
Code / Tag	VAST 2.0 or greater tag
Maximum File Size	20MB
Aspect Ratio	16:9
Max. Animation Length	30 seconds
Audio Requirements	On click: mute/ un-mute; default state is muted
Frames Per Second	24 FPS, Non-skippable
Creative Deadlines	3 business days prior to campaign launch
Delivery	Email all creative files to your NCM Account Director

Display Banners



Homepage



Secondary Pages

Unit Dimensions

- 300x250
- 728x90
- 160x600
- 300x600
- (includes expandable banners)

Accepted File Types

JPG, GIF, PNG

Code / Tag

- JavaScript
- iFrame
- HTML5 (Must be served through a third party)

Maximum File Size

- 100KB
- HTML5: 1 MB max load

Rich Media Expansion

- 300x250 expands to 600x250
- 728x90 expands to 728x315
- 160x600 expands to 600x600

Max. Animation Length

15 seconds

Max. Number of Loops

3x

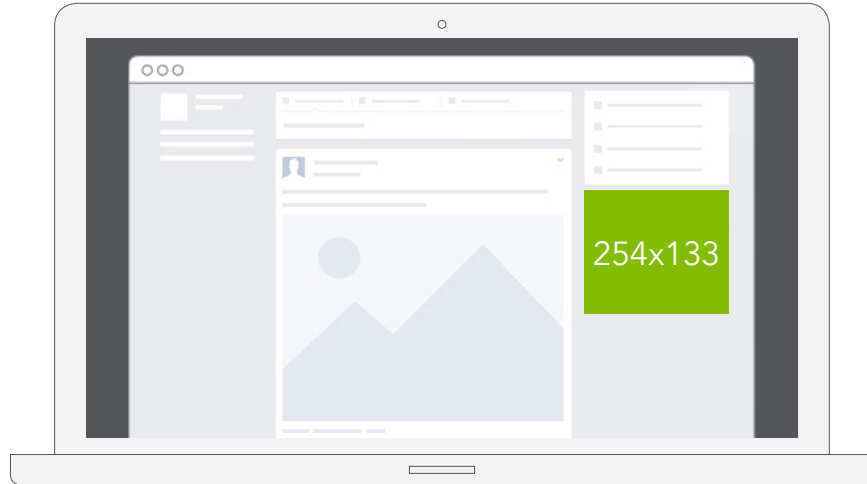
Creative Deadlines

3 business days prior to campaign launch

Delivery

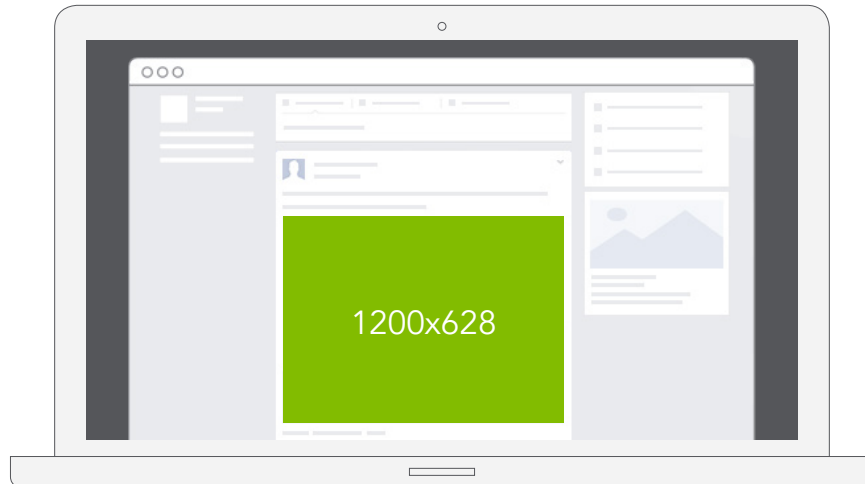
Email all creative files to your NCM Account Director

Facebook Right Rail



Unit Dimensions	254x133 (minimum) (Image must not be comprised of 20% or more text)
Accepted File Types	JPG, PNG, BMP
Code / Tag	25 character title 90 character body 1024 character URL 3rd party impression trackers must be secure (only one permitted) For extensive specs, see "Facebook Extended Specs" tab
Creative Deadlines	5 business days prior to campaign launch
Delivery	Email all creative files to your NCM Account Director

Facebook Newsfeed



Unit Dimensions	1200x628 (minimum) (Image must not be comprised of 20% or more text)
Accepted File Types	JPG, GIF, PNG, BMP
Code / Tag	70 Character Name 500 Character Message 125 Character Description 1024 Character URL 3rd party impression trackers must be secure (only one permitted) For extensive specs, see "Facebook Extended Specs" tab
Call to Action Choices	"Shop Now" "Book Now" "Sign Up" "Learn More" "Download"
Creative Deadlines	5 business days prior to campaign launch
Delivery	Email all creative files to your NCM Account Director

Content Guidelines Overview

While striving to meet the needs of our advertisers, NCM must also be sensitive to the interests of moviegoers, theatre circuits, and movie studios alike. NCM has established the following guidelines to ensure the *Noovie*, 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. Therefore, the tone and texture of material must be suitably mild, per the MPAA ratings standards. Any stylistic approach that presents material in a dark, threatening, frightening, morbid, aggressive, alarming or sexual nature or depicts alcohol may be deemed inappropriate and may be subject to ratings restrictions.

The promotion or inclusion of 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, 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-theatre 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
- Products or services that violate any circuit beverage agreements or exclusive contractual relationships, including food or beverage advertising deemed competitive with circuit agreements
- Display of inactive web addresses
- The promotion of firearms, weapons, ammunition, shooting ranges, gun clubs or firearm sales, etc.
- Shock advertising or fear campaigns
- Political advertising – the only exception is a generic, non-partisan “get out and vote” message
- No “text to donate” messaging and absolutely no fundraising of any kind

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

- Religious ads, except on a local basis, advertising time and location for religious services, events or activities
- 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 to PG13 & R ratings
- Promotion of lottery, lotto or gambling will be restricted
- Drug prevention campaigns will be restricted to PG13 & R ratings
- Reproductive health
- Texting/call-to-action campaigns may not be permitted in some circuits.

* Please send story-boards, rough cuts or demo media for advanced preview, as all creative is reviewed internally by NCM. Please contact your local Account Director if you have additional questions or concerns.