



Digital Advertising

CREATIVE POLICY & AD SPECIFICATIONS

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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 below 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

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 Rocket Fuel's relationship with supply partners, harms consumers, and negatively affects Rocket Fuel's brand. Additionally, malware-infected machines may be used to generate money for fraudsters. Rocket Fuel 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.

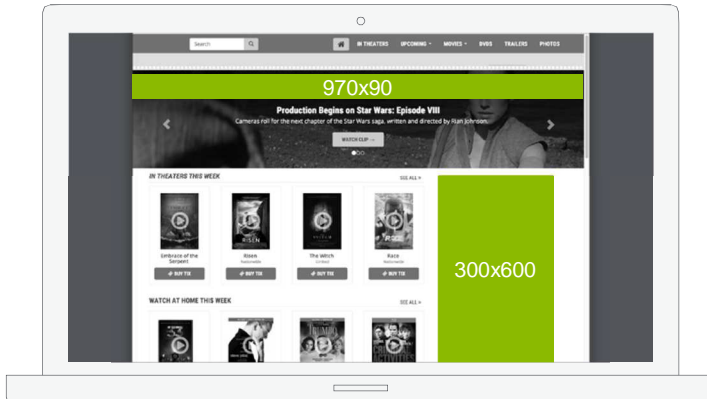
NCM adheres to IAB creative guidelines

HTML5 Guidelines:

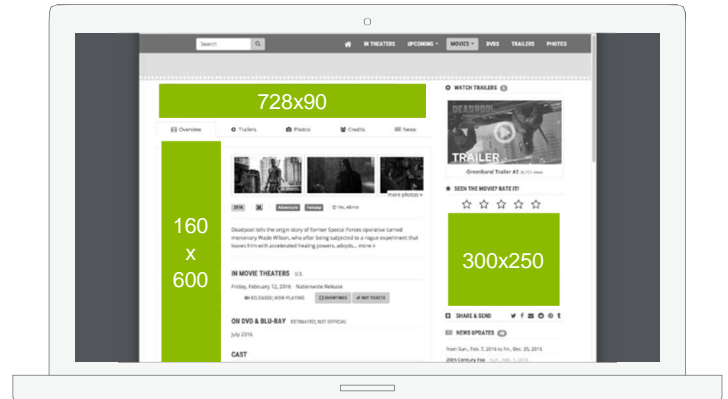
<https://www.iab.com/wp-content/uploads/2016/04/HTML5forDigitalAdvertising2.0.pdf>

VAST Guidelines:

https://www.iab.com/wp-content/uploads/2015/11/VAST-2_0-FINAL.pdf



Rectangle / Leaderboard



Rectangle / Skyscraper / Leaderboard

Unit Dimensions (WxH in pixels)

Accepted File Formats

Third Party Ads Accepted

Rich Media Accepted

Maximum Initial File Load Size

Maximum Animation Length

Misc. Requirements

Submission Lead Time

Rectangle: 300x250, 300x600

Skyscraper: 160x600

Leaderboard: 728x90, 970x90

GIF, JPG, HTML5 (HTML5 assets must be hosted by a third party)

Yes

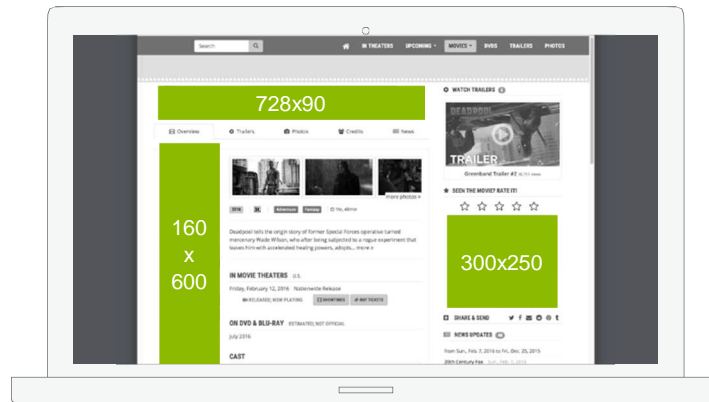
Yes (see page 5)

200 KB

15 seconds

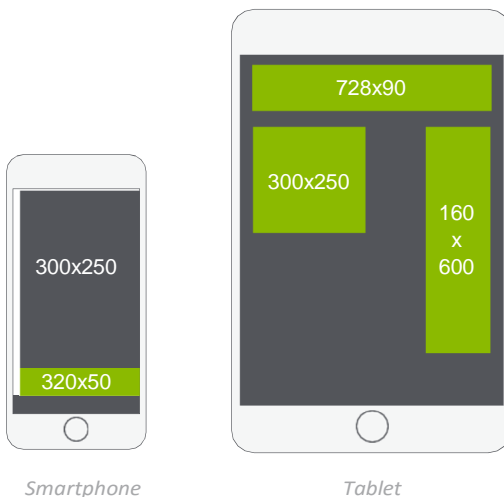
Ad unit content must be clearly distinguishable from normal webpage content (i.e., must have clearly defined borders and not be confused with normal page content)

3 business days prior to campaign start (minimum)



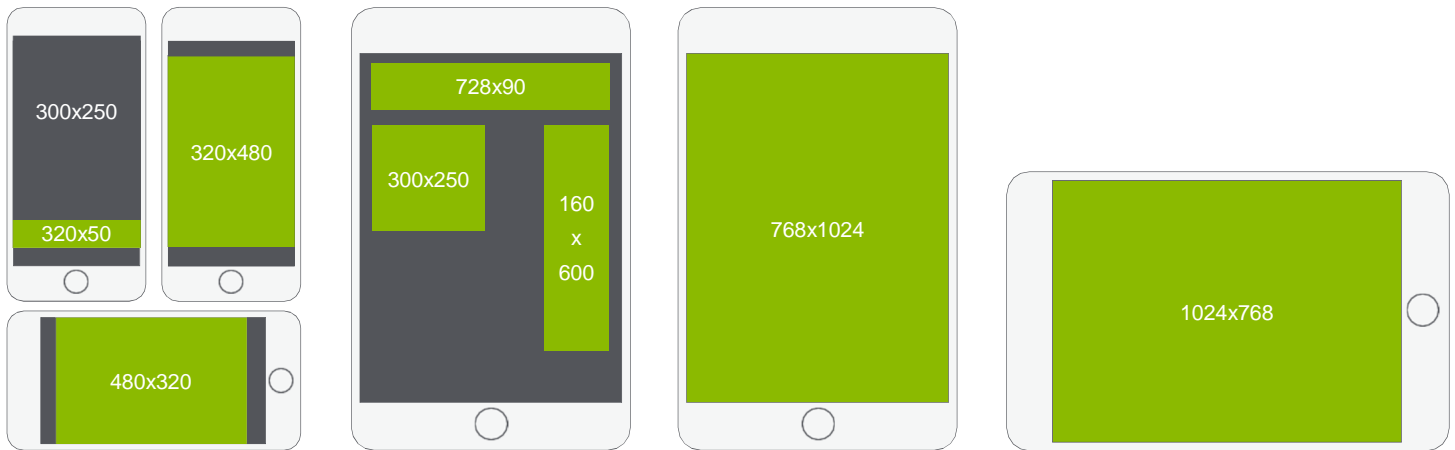
Rectangle / Skyscraper / Leaderboard

Unit Dimensions (WxH in pixels) + Maximum Expanded Dimensions	<p>Rectangle: 300x250 – Expandable to 600x250</p> <p>Skyscraper: 160x600 – Expandable to 320x600</p> <p>Leaderboard: 728x90 – Expandable to 728x270</p>
Accepted File Formats	GIF, JPG, HTML5 (HTML5 assets must be hosted by a third party)
Third Party Ads Accepted	Yes
Rich Media Accepted	Yes
Maximum Looping	3
Maximum Frame Rate	24 fps
Maximum Initial File Load Size	200 KB
Host-Initiated Subload	300 KB
In-Banner Video Additional File Size	1.1 MB for Host-Initiated; Unlimited for User-Initiated Video
Maximum Animation Length	15 seconds
Minimum Required Controls	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8 pt (11 px) to 16 pt (21 px)
Implementation Notes	<p>Best Practices: For times when the user’s browser does not support creative functionality (i.e. HTML5), provide a standard image file.</p> <p>Expansion: We can take any direction of expansion, but multiple directions can’t be in one tag (must be separate tags for each direction). This is important to note as agencies are leaning toward one tag.</p>
Submission Lead Time	5 business days prior to campaign start (minimum)



Unit Dimensions (WxH in pixels)	Smartphone: 300x250, 320x50 Tablet: 300x250, 160x600, 728x90
Maximum Expanded Dimensions	Expansion not allowed
Accepted File Formats	GIF, JPG, third-party JS tags (no Flash), HTML5 (HTML5 assets must be hosted by a third party)
Third Party Ads Accepted	Yes
Rich Media Accepted	Yes (see page 7)
Maximum Initial File Load Size	50 KB
Maximum Animation Length	15 seconds
Misc. Requirements	Ad unit content must be clearly distinguishable from normal webpage content (i.e., must have clearly defined borders and not be confused with normal page content)
Implementation Notes	Ensure images are mobile web-optimized Do not use Flash assets Landing pages must be mobile-optimized Include dimensions in file name
Submission Lead Time	3 business days prior to campaign start (minimum)

Mobile Expandable Ads / Rich Media



Smartphone

Tablet

Unit Dimensions (WxH in pixels)
+ Maximum Expanded Dimensions

Smartphone: 300x250 – Expandable to 320x480
320x50 – Expandable to 320x480
320x480, 480x320 – Full Panel
Unit, no extension

Tablet: 300x250 – Expandable to 500x400
160x600 – Expandable to 400x600
728x90 – Expandable to 728x400
768x1024, 1024x768 – Full Panel
Unit, no extension

Accepted File Formats

Third-party JS tags (no Flash)

Third Party Ads Accepted

Yes

Rich Media Accepted

Yes

Static Back Up Needed

Yes

Maximum Looping

3

Maximum Initial File Load Size

50 KB

Host-Initiated Subload

200 KB

Maximum Animation Length

15 seconds

Misc. Requirements

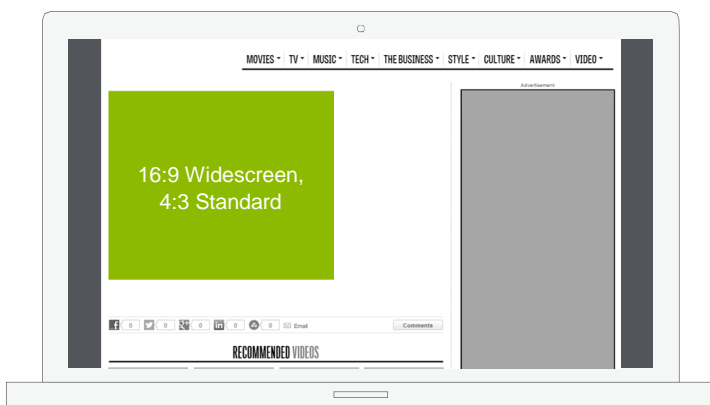
Ad unit content must be clearly distinguishable from normal webpage content (i.e., must have clearly defined borders and not be confused with normal page content)

Implementation Notes

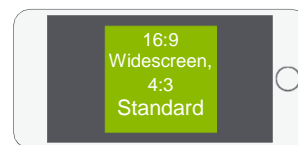
Ensure images are mobile web-optimized
Do not use Flash assets
Landing pages must be mobile-optimized
Include dimensions in file name

Submission Lead Time

5 business days prior to campaign start (minimum)



Desktop



Smartphone

Unit Dimensions (WxH in pixels)	300x250 (or larger)
Accepted File Formats	MP4, MOV, VAST 3.0, VAST 2.0, VPAID 2.0
Maximum File Size	50 MB
Aspect Ratio	16:9 Widescreen, 4:3 Standard
Maximum Frame Rate	30 fps
Bit Rate (KBPS)	500–3500 (depending on resolution)
Maximum Video Length	30 seconds (15 seconds recommended for App)
Audio Initiation	Must be user-initiated (on click); default state is muted
Minimum Required Controls	Play, Pause, Mute
Codecs	Upload files encoded with an H.264 codec at the highest quality setting recommended. The following codecs are also supported: MJPEG, MPEG4, H.263, DVvideo, SVQ3, SVQ1, QTRLE, RAWvideo, RPZA.
Submission Lead Time	3 business days prior to campaign start (minimum)