



Regional Digital Advertising GUIDELINES AND SPECIFICATIONS

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Delivery Information



For Externally Produced Completed Ads

Email creative as attachment along with click URL to rfpregionalonline@ncm.com.

IMPORTANT: Your NCM Job # and Account Director's name must be included with your media delivery.



NCM Creative Services

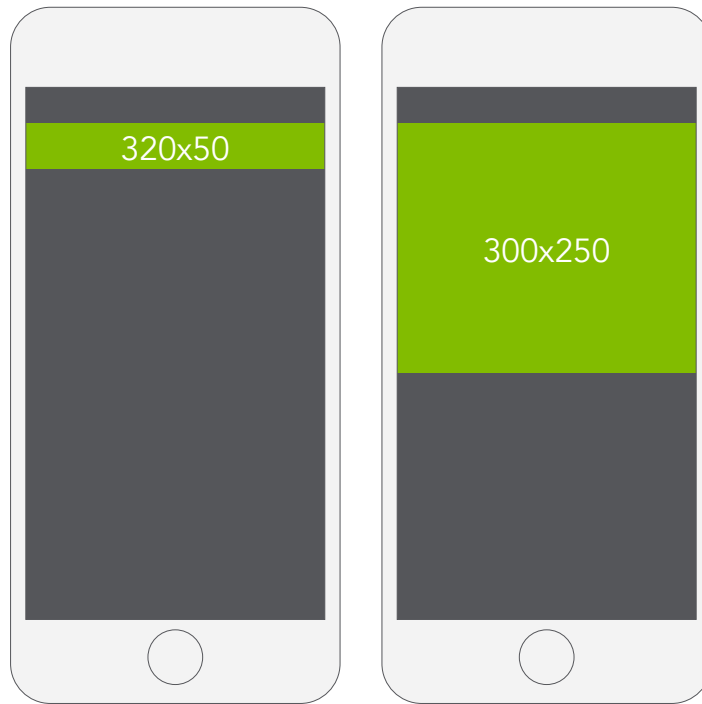
To engage NCM Creative Services to produce an ad for you, please contact your Regional Account Director and Review the NCM Animation Spec at <http://adspecs.ncm.com/regional-advertising> for more information.



Spec or Delivery Questions?

Call our AdSpec Hotline at 855-4-ADSPEC
or visit <http://adspecs.ncm.com/regional-advertising> for more information.

Mobile Banners



Unit Dimensions

320x50
300x250

Accepted File Types

JPG, GIF, PNG

Maximum File Size

50KB

Creative Deadlines

3 business days prior to campaign launch

Delivery

[Please see page 2 for delivery instructions](#)

Notes:

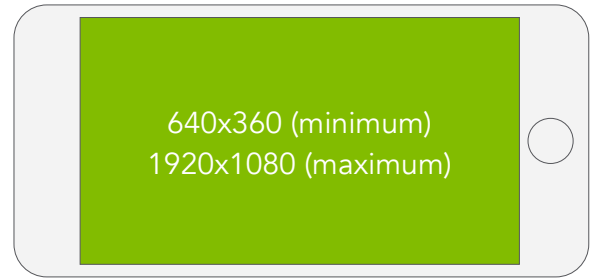
- Click-Thru URL must be included in deliverables
- 300x250 can be used for both mobile and desktop
- Clients can submit any/all of the above ad sizes

Desktop Banners



Unit Dimensions	300x250 728x90 160x600
Accepted File Types	JPG, GIF, PNG
Maximum File Size	100KB
Creative Deadlines	3 business days prior to campaign launch
Delivery	Please see page 2 for delivery instructions
Notes:	<ul style="list-style-type: none">• Click-Thru URL must be included in deliverables• 300x250 can be used for both mobile and desktop• Clients can submit any/all of the above ad sizes

Cross-Platform Video



Unit Dimensions	640x360 (minimum) 1920x1080 (maximum)
Accepted File Types	MP4, MOV
Maximum File Size	20MB
Aspect Ratio	16:9
Max. Animation Length	:15 to :30 seconds only
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	Please see page 2 for delivery instructions

Regional Content Guidelines

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 *FirstLook*, 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
- Promotion of lottery, lotto or gambling will be restricted to PG13 & R ratings
- 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.