



Digital Advertising

CREATIVE POLICY & AD SPECIFICATIONS

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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

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

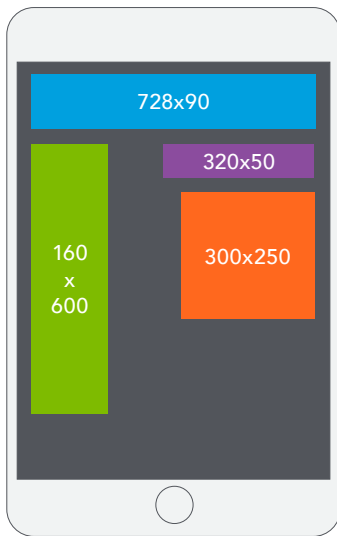
https://www.iab.com/wp-content/uploads/2015/11/VAST-2_0-FINAL.pdf

Visual Guide to Ad Sizes

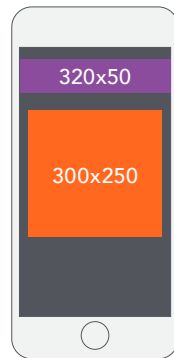


Desktop

- 1 LEADERBOARD
728x90 px
- 2 SKYSCRAPER
160x600 px
- 3 MEDIUM RECTANGLE
300x250 px
- 4 MOBILE BANNER
320x50 px



Tablet



Mobile

The images displayed here are for presentation purposes only; all other uses are prohibited, including without limitation, editing or copying the ads. Any advertiser will be responsible for securing all necessary licenses, clearances, and authorizations for any proprietary content contained in the ad, including without limitation, trademarks, logos and trade dress, photographs, and images.

Cross Platform Banner Ads

	300x250	160x600	728x90	320x50
Position	RON	RON	RON	RON
File Formats	GIF, PNG, JPG, third party ad tags	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)	Yes (must be third party-hosted)
Ad Serving	Site-served or third party ad-served	Site-served or third party ad-served	Site-served or third party ad-served	Site-served or third party ad-served
Tag Types	1x1, javascript	1x1, javascript	1x1, javascript	1x1, javascript
Max Frame Rate	24 fps	24 fps	24 fps	N/A
Max Load File Size	150 KB	150 KB	150 KB	40 KB
Max Animation Length	15 seconds	15 seconds	15 seconds	15 seconds
Max Looping	3	3	3	3
Rich Media	Yes	Yes	Yes	Yes
Audio	User-initiated	User-initiated	User-initiated	User-initiated
Verification Vendors	IAS, DV, MOAT	IAS, DV, MOAT	IAS, DV, MOAT	IAS, DV, MOAT
Blocking/Monitoring	Yes	Yes	Yes	Yes
Submission Lead Time	3 business days	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	Must include visible contrasting border if ad is primarily white or black

Video Ads

	CROSS PLATFORM VIDEO	OTT / CTV
Aspect Ratio	16:9 Widescreen, 4:3 Standard	1920x1080 px
File Formats	MOV or MP4	MP4
HTML5	Yes (must be third party-hosted)	Yes (must be third party-hosted)
Bitrate	<2500 KBPS	<1200 KBPS
Max File Size	20 MB	30 MB
Frame Rate	30 fps	30 fps
Video Length	15 or 30 seconds	15 or 30 seconds
Ad Serving	Site-served or third party ad-served	Site-served or third party ad-served
Tag Types	VAST, MRAID, VPAID	VAST
VAST	2.0 (must be mobile-encoded with MP4)	2.0
VPAID	Desktop: VPAID Flash and VPAID JS Mobile: VPAID JS	N/A
Verification Vendors	IAS, DV, MOAT	N/A
Blocking/Monitoring	Yes	N/A
Video Skippability	Non-skippable inventory	Non-skippable inventory
Submission Lead Time	3 business days	3 business days