



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

Creative Policy Overview

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

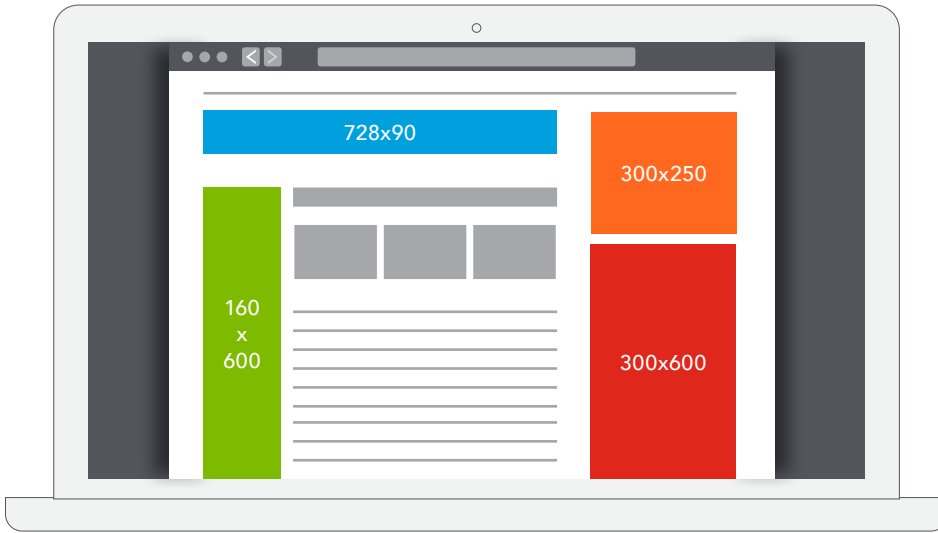
HTML5 Guidelines

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

VAST Guidelines

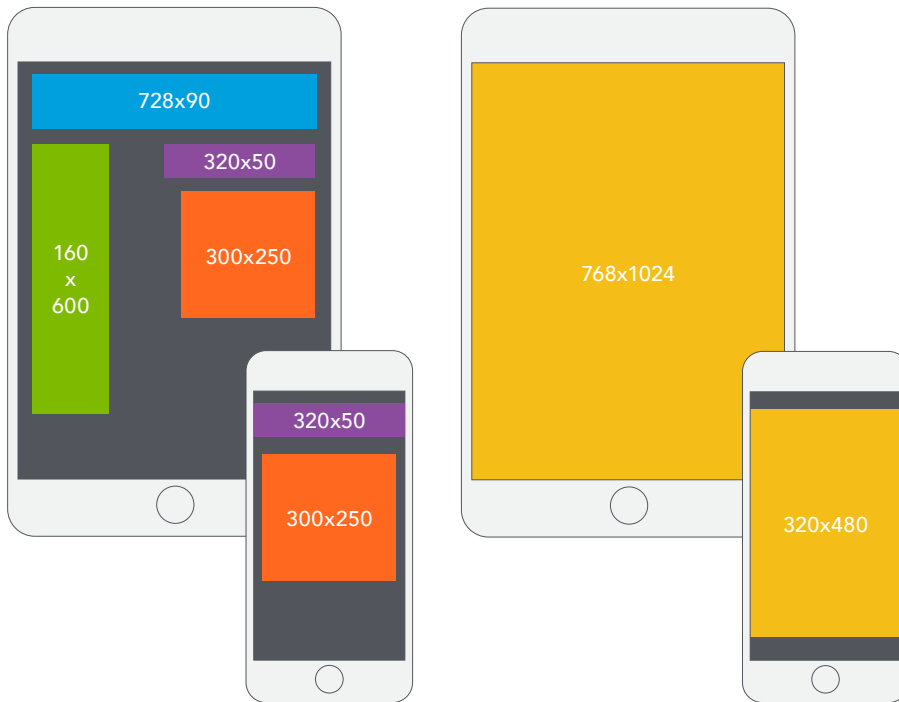
https://www.iab.com/wp-content/uploads/2015/11/VAST-2_0-FINAL.pdf

Visual Guide to Ad Sizes



Desktop

- 1 LEADERBOARD
728x90 px
- 2 SKYSCRAPER
160x600 px
- 3 MEDIUM RECTANGLE
300x250 px
- 4 MOBILE BANNER
320x50 px
- 5 FULL PANEL
Mobile: 320x480 px
Tablet: 768x1024 / 1024x768 px
- 6 HALF PAGE
300x600 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.

Banner Ads

| | CROSS PLATFORM | | FULL PANEL | NOOVIE PROPERTIES | |
|--------------------------------------|---|--------|---|---|--------|
| Position | RON | | RON | ROS | |
| Ad Unit | 300x250 160x600 728x90 300x600 | 320x50 | 320x480 768x1024 1024x768 | 300x250 728x90 | 320x50 |
| File Formats | 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) | |
| Ad Serving | Third party ad-served (preferred) or site-served | | Third party ad-served (preferred) or site-served | Third party ad-served (preferred) or site-served | |
| Tag Types | 1x1, javascript | | 1x1, javascript | 1x1, javascript | |
| Max Frame Rate | 24 fps | N/A | N/A | 24 fps | N/A |
| Max Load File Size | 150 KB | 40 KB | 40 KB | 150 KB | 40 KB |
| Max Animation Length | 15 seconds | | 15 seconds | 15 seconds | |
| Max Looping | 3 | | 3 | 3 | |
| Rich Media | Yes | | Yes | Yes | |
| Audio | User-initiated | | User-initiated | User-initiated | |
| Accepted Verification Vendors | IAS, DV, MOAT | | IAS, DV, MOAT | IAS, DV, MOAT | |
| Blocking/Monitoring | Yes | | Yes | Yes | |
| Submission Lead Time | 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 | |

Expandable Banner Ads

| | CROSS PLATFORM | | NOOVIE PROPERTIES | |
|--------------------------------------|---|---------|---|---------|
| Position | RON | | ROS | |
| Ad Unit | 300x250 160x600 728x90 | 320x50 | 300x250 728x90 | 320x50 |
| Expanded Ad Size | 600x250 320x600 728x270 | 320x480 | 600x250 728x270 | 320x480 |
| File Formats | HTML5 (must be third party-hosted) | | HTML5 (must be third party-hosted) | |
| Tag Types | javascript | | javascript | |
| Max Frame Rate | 24 fps | N/A | 24 fps | |
| Max Load File Size | 150 KB | 40 KB | 150 KB | 40 KB |
| Max Animation Length | 15 seconds | | 15 seconds | |
| Max Looping | 3 | | 3 | |
| Rich Media | Yes | | Yes | |
| Min Required Controls | Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8 pt (11 px) to 16 pt (21 px) | | Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8 pt (11 px) to 16 pt (21 px) | |
| Audio | User-initiated | | User-initiated | |
| Expansion | Can be any direction but one direction per ad tag | | Can be any direction but one direction per ad tag | |
| Accepted Verification Vendors | IAS, DV, MOAT | | IAS, DV, MOAT | |
| Blocking/Monitoring | Yes | | Yes | |
| Submission Lead Time | 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 | |

Video Ads

| | CROSS PLATFORM VIDEO | OTT / CTV | YOUTUBE |
|----------------------------------|---|---|---|
| Aspect Ratio | 16:9 Widescreen, 4:3 Standard | 1920x1080 px | 1920x1080 px |
| File Formats | MOV or MP4 | MP4 | MP4 |
| HTML5 | Yes (must be third party-hosted) | | |
| Bitrate | <2500 KBPS | <1200 KBPS | >1000 KBPS |
| Max File Size | 20 MB | 30 MB | 10 MB |
| Frame Rate | 30 fps | | |
| Video Length | 15 or 30 seconds | 15 or 30 seconds | Non-Skip: 6 seconds, 15 seconds Skip: Any length |
| Ad Serving | Site-served or third party ad-served | | |
| Accepted Creative Formats | Raw asset + url, 1x1 tracking tag + url, VAST, VPAID, MRAID | Raw asset + url, 1x1 tracking tag + url, VAST, VPAID, MRAID | DCM 1x1 + URL, VAST |
| VAST | 2.0 (must be mobile-encoded with MP4) | 2.0 | 2.0 and 3.0 |
| VPAID | Desktop: VPAID Flash and VPAID JS Mobile: VPAID JS | N/A | N/A |
| Verification Vendors | IAS, DV, MOAT | N/A | N/A |
| Blocking/Monitoring | Yes | N/A | N/A |
| Video Skippability | Non-skippable inventory | Non-skippable inventory | Non-Skip: 6 seconds, 15 seconds Skip: Any length |
| Submission Lead Time | 3 business days | | |

DOOH Platform

| RESTAURANT DOOH | FULL SCREEN VIDEO AD: NO AUDIO | |
|--------------------------|--------------------------------|------------------------|
| | Player 1 | Player 2 |
| Aspect Ratio | 8:5 | 128:75 |
| Format | MP4 | MP4 |
| Format Dimensions | 1920 x 1200 | 1024 x 525, 1024 x 600 |
| Video Length | :15-60 | :15 |
| Audio | N/A | N/A |

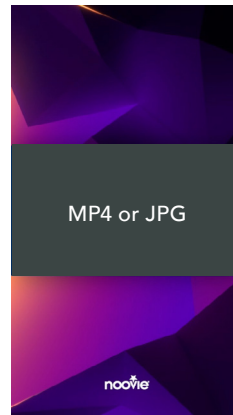
* CTA (if purchased or applicable) will have up to 2:30 of audio enabled content available.

| RESTAURANT DOOH | PAYMENT TAKEOVER AD | |
|--------------------------|---------------------|------------------------|
| | Player 1 | Player 2 |
| Aspect Ratio | 8:5 | 128:75 |
| Format | PNG | PNG |
| Format Dimensions | 1920 x 1200 | 1024 x 525, 1024 x 600 |
| Video Length | N/A | N/A |
| Audio | N/A | N/A |

DOOH Platform

| CONVENIENCE DOOH | |
|-------------------|---|
| Aspect Ratio* | 9:16 |
| Format | MP4 (video) & JPG (static) |
| Format Dimensions | 768 X 1364 (no black bars) |
| Video Length | :15 |
| Audio | N/A |
| Other Notes | <ul style="list-style-type: none"> - Frame Rates: Please use Native Frame Rate - Max File Size: 5 GB - No Slates or Leaders Required |

* If material for Convenience is not provided in a 9x16 format, the below template will be used to complete the image processing.



| ON-CAMPUS DOOH | |
|-------------------|---------------------------|
| Aspect Ratio | 16:9 & 9:16 |
| Format | MP4 (video), JPG (static) |
| Format Dimensions | 1920 x 1080 & 1080 x 1920 |
| Video Length | :15 |
| Audio | Yes |