

# NBCUNIVERSAL NETWORK ADVERTISING STANDARDS

## CLEARANCE PROCEDURES

**GENERAL:** The following procedures apply to the clearance of advertisements airing on the NBC Broadcast Network. Clearance procedures for advertisements airing on NBCUniversal's Cable Networks ("NBCUniversal Cable") are available [HERE](#).

**SUBMISSION OF MATERIALS:** There are only two ways to submit clearance materials to the NBC Advertising Standards Department ("Advertising Standards") for review:

1. Upload materials to [www.nbcuadstandards.com](http://www.nbcuadstandards.com); or
2. Submit materials via MediaVu.

All clearance materials must be submitted using one of the above methods or they will not be reviewed.

**Clearance materials should not be sent to Sales, Sales Operations or the Media Operations Center (MOC) in Englewood Cliffs.**

**PRE-PRODUCTION REVIEW:** Prior to production, advertisers should submit a script or storyboard of the proposed advertisement to Advertising Standards. Advertising Standards will request substantiation for all claims and authentication of all demonstrations and testimonial statements, as applicable. **NOTE:** The advertiser and its representatives are responsible for ensuring that the submitted materials are in compliance with all applicable governmental laws and regulations, including the rules of the Federal Communications Commission (FCC), the Federal Trade Commission (FTC) and the Federal Drug Administration (FDA), as well as NBC's internal guidelines, standards and policies. After reviewing the submitted materials, Advertising Standards may approve the script or storyboard, request additional information, require modifications to the advertisement, or deem the advertisement not acceptable for air.

**ROUGH CUT REVIEW:** Advertisers may submit rough cuts for review before final production.

**SUPPORTING DOCUMENTS:** When possible, supporting documentation including but not limited to product testing, claim support, and producer's affidavits should be submitted along with the script, storyboard, rough cut or final as "related documents" via [www.nbcuadstandards.com](http://www.nbcuadstandards.com) or attached to the "post-it note" in MediaVu. If you are responding to an editor's request, any materials you send must be submitted through the "click [HERE](#)" link at the bottom of the editor's clearance report or attached to a message sent to the editor via [www.nbcuadstandards.com](http://www.nbcuadstandards.com) or MediaVu.

**FINAL APPROVAL:** All finished advertisements must be slated with a unique ISCI code, a title, and the length of the advertisement and submitted via one of the above submission methods. Advertising Standards cannot give final approval to un-slated advertisements.

**TIME FOR REVIEW:** Advertisers should allow **3 business days** for review of clearance materials.

### Staff List:

CONTACT	TITLE	PHONE	EMAIL
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**CATEGORY LIST (ALPHABETICAL) – January 2018**

<b>CATEGORY</b>	<b>EDITOR</b>	<b>BACKUP</b>	<b>2<sup>nd</sup> BACKUP</b>
Alcohol	KT	MW	KK
Appliances & Housewares	JS	NO	JLO
Automobiles, Auto Accessories, & Auto Retail	JS	MW	KT
Baby Products	MW	JA	KK
Billboards	JLO	NO	JA
Cable & Satellite Providers	JS	ME	MW
Candies, Gum & Snacks	KK	JLO	JS
Challenges	NO	ME	KT
Cleaning & Laundry Products	ME	JS	MW
Clothing, Jewelry, Luggage & Shoes	JLO	JA	NO
Computers, Internet Providers & Online Retailers	MW	KK	JLO
Controversial Issues/Political Advertisements	KT	NO	JS
Corporate, Organizations & Institutions	JS	NO	KK
Cosmetics & Fragrances	KT	JLO	ME
Department Stores & Retail (SEE PAGE 3)	JLO/ME	KK/JLO	ME/KTP
Dietary Supplements & Homeopathic	ME	KK	JLO
Electronics	JS	JLO	ME
Eye, Ear & Dental Products	ME	KT	JA
Finance & Insurance	KK	ME	MW
Food	JS	JA	NO
Gambling	MW	ME	NO
Hair Care & Hair Removal	KT	ME	JLO
Home Improvement & Gardening	MW	JLO	KT
Medical Devices & Pregnancy Tests	ME	JA	NO
Medications (OTC & RX), Medical Procedures	ME	MW	JS
Movies (SEE PAGE 3)	JA/JLO	KT/ME	ME/KT
Music	MW	KTP	NO
NBC Custom Content	JA	NO	JS
Non-Alcoholic Beverages	JLO	KT	MW
Office Supplies & Office Retail	KK	KT	KTP
Oil & Gas	JLO	MW	JS
Paper Products	KT	KK	KTP
Personal Products & Contraceptives	ME	NO	KK
Pet Products & Pet Retail	KK	JS	JA
Phones	MW	KT	JA
Publications	JA	JLO	KTP
Real Estate	KK	JA	JLO
Restaurants	JLO	KK	KTP
Services (Employment, Dating, etc.)	MW	KK	JS
Shipping Services	KK	MW	NO
Skin Care	JS	KT	JA
Sporting Goods	MW	JS	KK
Television Shows (Streaming & Linear)	KT	JA	NO
Toys	JA	KK	JLO
Travel & Tourism	JA	JS	MW
Video Games	KT	JS	JA
Weight Loss	MW	NO	ME

## CATEGORY LIST BY EDITOR – March 2018

CATEGORY	EDITOR	BACKUP	2 <sup>nd</sup> BACKUP
Movies (Rated PG-13 & R)	JA	KT	ME
NBC Custom Content	JA	NO	JS
Publications	JA	JLO	KTP
Travel & Tourism	JA	JS	MW
Toys	JA	KK	JLO
Cleaning & Laundry Products	ME	JS	MW
Department Stores & Retail**	ME	JLO	KTP
Dietary Supplements & Homeopathic Remedies	ME	KK	JLO
Eye, Ear & Dental Products	ME	KT	JA
Medical Devices & Pregnancy Tests	ME	JA	NO
Medications (OTC & RX) & Medical Procedures	ME	MW	JS
Personal Products & Contraceptives	ME	NO	KK
Challenges	NO	ME	KT
Candies, Gum & Snacks	KK	JLO	JS
Finance & Insurance	KK	ME	MW
Office Supplies & Office Retail	KK	KT	KTP
Pet Products & Pet Retail	KK	JS	JA
Real Estate	KK	JA	JLO
Shipping Services	KK	MW	NO
Billboards	JLO	NO	JA
Clothing, Jewelry, Luggage & Shoes	JLO	JA	NO
Department Stores & Retail*	JLO	KK	ME
Movies (Rated G & PG for all studios)	JLO	ME	KT
Non-Alcoholic Beverages	JLO	KT	MW
Oil & Gas	JLO	MW	JS
Restaurants	JLO	KK	KTP
Appliances & Housewares	JS	NO	JLO
Automobiles, Auto Accessories, & Auto Retail	JS	MW	KT
Cable & Satellite Providers	JS	ME	MW
Corporate, Organizations & Institutions	JS	NO	KK
Electronics	JS	JLO	ME
Food	JS	JA	NO
Skin Care	JS	KT	JA
Alcohol	KT	MW	KK
Controversial Issues & Political Advertisements	KT	NO	JS
Cosmetics & Fragrances	KT	JLO	ME
Hair Care & Hair Removal	KT	ME	JLO
Paper Products	KT	KK	KTP
Television Shows (Streaming & Linear)	KT	JA	NO
Video Games	KT	JS	JA
Baby Products	MW	JA	KK
Computers, Internet Providers & Online Retailers	MW	KK	JLO
Gambling	MW	ME	NO
Home Improvement & Gardening	MW	JLO	KT
Music	MW	KTP	NO
Phones	MW	KT	JA
Services (Employment, Dating, etc.)	MW	KK	JS
Sporting Goods	MW	JS	KK
Weight Loss	MW	NO	ME

\* Macy's, JCPenney, JOS A Bank, Men's Wearhouse, Payless and Party City.

\*\* All other Department Stores and Retail.