

# **NBC ADVERTISING CLEARANCE PROCEDURES**

**GENERAL:** The following procedures apply to the clearance of advertisements airing on the NBC broadcast network (“NBC”). Clearance procedures for advertisements airing on NBCUniversal’s Cable Networks are available [HERE](#).

**SUBMISSION OF MATERIALS:** There are three ways to submit clearance materials for review:

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

All clearance materials must be submitted using one of the above methods in order to 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 NBC. NBC 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, NBC 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 advertisement as “related documents” via [www.nbcuadstandards.com](http://www.nbcuadstandards.com) or attached to the “post-it note” in MediaVu [NOTE: WHAT ABOUT IN MEDIAQU? HOW DO THEY ATTACH THE SUPPORTING DOCS THERE?]. 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 applicable clearance report or attached to a message sent to the editor via [www.nbcuadstandards.com](http://www.nbcuadstandards.com), MediaVu, or MediaQurator.

**FINAL APPROVAL:** All final 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. NBC cannot give final approval to un-slated advertisements.

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

## **Staff List:**

<b>CONTACT</b>	<b>TITLE</b>	<b>PHONE</b>	<b>EMAIL</b>
<b>Asare, Jennifer (JA)</b>	Vice President	212-664-2115	Jennifer.Asare@nbcuni.com
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<b>Loria, Jessica (JLO)</b>	Editor	212-413-6321	Jessica.Loria@nbcuni.com
<b>Oriji, Ndidi (NO)</b>	Senior Vice President	212-664-4265	Ndidi.Oriji@nbcuni.com
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<b>Threatt-Peters, Kirsten (KTP)</b>	Coordinator	212-664-2136	Kirsten.Threatt-Peters@nbcuni.com
<b>Tunis, Kathryn (KT)</b>	Director	212-664-3240	Kathryn.Tunis@nbcuni.com
<b>Williams, Mike (MW)</b>	Manager	212-664-7257	Michael.Williams2@nbcuni.com

**CATEGORY LIST (ALPHABETICAL) – May 2018**

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

## CATEGORY LIST BY EDITOR – May 2018

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

\* Warner Brothers, Sony Pictures and Paramount Pictures.

\*\*All Department Stores and Retail except those listed in \*\*\* below.

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

\*\*\*\* FOX Entertainment, Universal Pictures and all other studios not listed in \* above.