

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; or
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 affidavits should be submitted along with the script, storyboard, rough cut or final advertisement. (For submissions via www.nbcuadstandards.com, attach as “related documents”.) If you are responding to an editor’s request, any materials you send must be submitted through the “reply” link at the bottom of the applicable clearance report or attached to a message sent to the editor via 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:

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CATEGORY LIST (ALPHABETICAL) – APRIL 2021

CATEGORY	EDITOR	BACKUP	2 nd BACKUP
Alcohol	KT	MW	RB
Appliances & Housewares	JC + JA	JLO	MW
Automobiles, Auto Accessories, & Auto Retail	MCG	MP	MW
Baby Products	CH	MCG	JLO
Billboards	JLO	MCG	JA
Cable, Satellite & Internet Providers	MCG	RB	KT
Candies, Gum & Snacks	JC	CH	MCG
Cleaning & Laundry Products	MW	MP	KT
Clothing, Jewelry, Luggage & Shoes	JLO	JC	MP
Computers	MW	CH	SS
Controversial Issues & Political Advertisements	KT	RB	JLO
Corporate, Organizations & Institutions	CH	RB	JA
Cosmetics & Fragrances	KT	SS	MCG
Department Stores & Retail	JC	RB	JLO
Dietary Supplements & Homeopathic Remedies	MP	CH	SS
Electronics	SS	JA	MCG
Eye, Ear & Dental Products	JC	KT	SS
Finance	SS	JC	MW
Food	RB	MCG	JC
Gambling	MW	MCG	JA
Hair Care & Hair Removal	RB	JA	CH
Home Improvement & Gardening	RB	MW	MP
Insurance	CH	SS	JC
Medical Devices & Pregnancy Tests	SS	MW	MP
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	CH	MP	MCG
Movies (SEE PAGE 3)	JA/JC/JLO	CH/JA/RB	JC/MP/MW
Music	MW	KT	RB
NBC Custom Content	JA	MCG	MP
Non-Alcoholic Beverages	MP	JLO	RB
Office Supplies & Office Retail	MCG	JC	RB
Oil & Gas	JLO	CH	KT
Online Retailers & Online Services	JLO	JA	MCG
Paper Products & Plastic Bags	JLO	MP	RB
Personal Products & Contraceptives	MP	KT	MCG
Pet Products & Pet Retail	MP	MW	CH
Phones	MW	SS	JC
Publications	MP	RB	KT
Real Estate	MCG	CH	JC
Restaurants	RB	JC	SS
Services (e.g. Delivery & In-home Services)	MP	JA	JC
Shipping Services	MCG	SS	JLO
Skin Care	KT	MP	CH
Sporting Goods	MW	JLO	MP
Television Shows (Streaming & Linear)	SS	KT	JC
Toys	RB	MP	JA
Travel & Tourism	SS	JLO	JA
Video Games	KT	JA	MW
Weight Loss	CH	MW	SS

CATEGORY LIST BY EDITOR – APRIL 2021

CATEGORY	EDITOR	BACKUP	2 ND BACKUP
Movies (Rated PG-13 & R)*	JA	CH	JC
NBC Custom Content	JA	MCG	MP
Food	RB	MCG	JC
Home Improvement & Gardening	RB	MW	MP
Hair Care & Hair Removal	RB	JA	CH
Restaurants	RB	JC	SS
Toys	RB	MP	JA
Automobiles, Auto Accessories, & Auto Retail	MCG	MP	MW
Cable, Satellite & Internet Providers	MCG	RB	KT
Office Supplies & Office Retail	MCG	JC	RB
Real Estate	MCG	CH	JC
Shipping Services	MCG	SS	JLO
Candies, Snacks & Gum	JC	CH	MCG
Department Store & Retail	JC	RB	JLO
Eye, Ear & Dental	JC	KT	SS
Movies (Rated G, PG & All Disney / Disney Plus)	JC	JA	MP
Baby Products	CH	MCG	JLO
Corporate, Organizations & Institutions	CH	RB	JA
Insurance	CH	SS	JC
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	CH	MP	MCG
Weight Loss	CH	MW	SS
Billboards	JLO	MCG	JA
Clothing, Jewelry, Luggage & Shoes	JLO	JC	MP
Movies (Rated PG-13 & R for all other studios)**	JLO	RB	MW
Oil & Gas	JLO	CH	KT
Online Retailers & Online Services	JLO	JA	MCG
Paper Products & Plastic Bags	JLO	MP	RB
Dietary Supplements & Homeopathic Remedies	MP	CH	SS
Non-Alcoholic Beverages	MP	JLO	RB
Personal Products & Contraceptives	MP	KT	MCG
Pet Products & Pet Retail	MP	MW	CH
Publications	MP	RB	KT
Services (e.g. Delivery & In-home Services)	MP	JA	JC
Electronics	SS	JA	MCG
Finance	SS	JC	MW
Medical Devices & Pregnancy Tests	SS	MW	MP
Television Shows (Linear & Streaming)	SS	KT	JC
Travel & Tourism	SS	JLO	JA
Alcohol	KT	MW	RB
Controversial Issues & Political Advertisements	KT	RB	JLO
Cosmetics & Fragrances	KT	SS	MCG
Skin Care	KT	MP	CH
Video Games	KT	JA	MW
Cleaning & Laundry Products	MW	MP	KT
Computers	MW	CH	SS
Gambling	MW	MCG	JA
Music	MW	KT	RB
Phones	MW	SS	JC
Sporting Goods	MW	JLO	MP
Appliances & Housewares	JC + JA	JLO	MW

* Warner Brothers Pictures, Sony Pictures and Paramount Pictures.

**Fox Entertainment, Universal Pictures and all other studios not listed in * above