

**NBCUNIVERSAL NETWORK ADVERTISING STANDARDS  
30 ROCKEFELLER PLAZA  
NEW YORK, NY 10112**

**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 properties 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 through 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 Traffic, Sales or the Media Operations Center (MOC) in Englewood Cliffs.**

**PRE-PRODUCTION REVIEW:** Prior to production, advertising agencies 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), Federal Trade Commission (FTC) and the Federal Drug Administration (FDA), and NBCUniversal'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 unacceptable for air on NBC properties

**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.

**ROUGH CUTS:** Please do not send rough cuts unless the editor specifically requests one. Editors will only review rough cuts when they determine that it is necessary to do so.

**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 unslated advertisements.

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

**Staff List:**

CONTACT	TITLE	PHONE	EMAIL
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**CATEGORY LIST (ALPHABETICAL) – June 2017**

<b>CATEGORY</b>	<b>EDITOR</b>	<b>BACKUP</b>	<b>2<sup>nd</sup> BACKUP</b>
Alcohol	KT	MC	MW
Appliances & Housewares	KC	ME	KT
Automobiles, Auto Accessories, & Auto Retail	MC	MW	KT
Baby Products	MW	KD	KC
Billboards	JLO	MC	ME
Cable & Satellite Providers	MC	KD	ME
Candies, Gum & Snacks	KD	MC	MW
Challenges	JL	ME	MC
Cleaning & Laundry Products	ME	MW	MC
Clothing, Jewelry, Luggage & Shoes	KD	JL	JA
Computers, Internet Providers & Online Retailers	MW	MC	KD
Controversial Issues/Political Advertisements	JL	KD	KT
Corporate, Organizations & Institutions	KC	KD	JA
Cosmetics & Fragrances	KT	JL	KD
Department Stores & Retail (SEE PAGE 3)	JLO/ME	KC/JLO	KD/KT
Dietary Supplements & Homeopathic	JL	KT	MW
Electronics	KC	KT	MW
Eye, Ear & Dental Products	ME	KC	JA
Finance & Insurance	KD	ME	KC
Food	KC	MC	KD
Gambling	MW	ME	JL
Hair Care & Hair Removal	KT	ME	JL
Home Improvement & Gardening	MW	JLO	KT
Medical Devices & Pregnancy Tests	ME	JA	KD
Medications (OTC & RX), Medical Procedures	ME	KD	MW
Movies (SEE PAGE 3)	JA/JLO/MC	KT/ME/JA	ME/KT/ME
Music	MW	JA	JLO
NBC Custom Content	JA	MC	JL
Non-Alcoholic Beverages	KT	MW	JA
Office Supplies & Office Retail	MC	JL	KC
Oil & Gas	KT	JA	KC
Paper Products	KT	KC	ME
Personal Products & Contraceptives	ME	JL	KC
Pet Products & Pet Retail	KC	MW	JL
Phones	MW	KT	JA
Publications	JA	JLO	KC
Real Estate	MC	ME	JL
Restaurants	KD	KC	JL
Services (Employment, Dating, etc.)	KC	JL	ME
Shipping Services	MC	KC	MW
Skin Care	JL	KC	MC
Sporting Goods	MW	KC	MC
Television Shows (Streaming & Linear)	KD	JA	KT
Toys	KD	KT	MC
Travel & Tourism	KC	JA	MC
Video Games	KT	KD	MC
Weight Loss Supplements & Products	JL	MW	ME
Weight Loss Programs	MW	JL	ME

## CATEGORY LIST BY EDITOR – June 2017

CATEGORY	EDITOR	BACKUP	2 <sup>ND</sup> BACKUP
Movies (Rated PG-13 & R for all studios except Sony, Fox, & Universal)	JA	KT	ME
NBC Custom Content	JA	MC	JL
Publications	JA	JLO	KC
Automobiles, Auto Accessories, & Auto Retail	MC	MW	KT
Cable & Satellite Providers	MC	KD	JA
Movies (Rated PG-13 & R for Sony, Fox, & Universal)	MC	JA	ME
Office Supplies & Office Retail	MC	JL	KC
Real Estate	MC	ME	JL
Shipping Services	MC	KC	MW
Appliances & Housewares	KC	ME	KT
Corporate, Organizations & Institutions	KC	KD	JA
Electronics	KC	KT	MW
Food	KC	MC	KD
Pet Products & Pet Retail	KC	MW	JL
Services (Employment, Dating, etc.)	KC	JL	ME
Travel & Tourism	KC	JA	MC
Candies, Gum & Snacks	KD	MC	MW
Clothing, Jewelry, Luggage & Shoes	KD	JL	JA
Finance & Insurance	KD	ME	KC
Restaurants	KD	KC	JL
Television Shows (Streaming & Linear)	KD	JA	KT
Toys	KD	KT	MC
Cleaning & Laundry Products	ME	MW	MC
Department Stores & Retail**	ME	JLO	KT
Eye, Ear & Dental Products	ME	KC	JA
Medical Devices & Pregnancy Tests	ME	JA	KD
Medications (OTC & RX) & Medical Procedures	ME	KD	MW
Personal Products & Contraceptives	ME	JL	KC
Challenges	JL	ME	MC
Controversial Issues & Political Advertisements	JL	KD	KT
Dietary Supplements & Homeopathic Remedies	JL	KT	MW
Skin Care	JL	KC	MC
Weight Loss Supplements & Products	JL	MW	ME
Billboards	JLO	MC	ME
Department Stores & Retail*	JLO	KC	KD
Movies (Rated G & PG for all studios)	JLO	ME	KT
Alcohol	KT	MC	MW
Cosmetics & Fragrances	KT	JL	KD
Hair Care & Hair Removal	KT	ME	JL
Non-Alcoholic Beverages	KT	MW	JA
Oil & Gas	KT	JA	KC
Paper Products	KT	KC	ME
Video Games	KT	KD	MC
Baby Products	MW	KD	KC
Computers, Internet Providers & Online Retailers	MW	MC	KD
Gambling	MW	ME	JL
Home Improvement & Gardening	MW	JLO	KT
Music	MW	JA	JLO
Phones	MW	KT	JA
Sporting Goods	MW	KC	MC
Weight Loss Programs	MW	JL	ME

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

\*\* All other Department Stores and Retail.