

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; 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 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 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
Jennifer Asare (JA)	Vice President	212-664-2115	Jennifer.Asare@nbcuni.com
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CATEGORY LIST (ALPHABETICAL) – January 2018

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

CATEGORY LIST BY EDITOR – January 2018

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

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

** All other Department Stores and Retail.