

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; 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 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.

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 3-5 business days for review** of clearance materials.

Staff List:

CONTACT	TITLE	PHONE	EMAIL
Jennifer Asare (JA)	Director	212-664-2115	Jennifer.Asare@nbcuni.com
Melissa Chan (MC)	Manager	212-664-4291	Melissa.Chan@nbcuni.com
Kay Dixon (KD)	Manager	347-406-2239	Kay.Dixon@nbcuni.com
Michaëlle Exhumé (ME)	Research Editor	212-413-6256	Michaëlle.Exhume@nbcuni.com
Jennifer Logan (JL)	Director	212-664-3969	Jennifer.Logan@nbcuni.com
Jessica Loria (JLO)	Coordinator	212-413-6321	Jessica.Loria@nbcuni.com
Ndidi Oriji (NO)	Senior Vice President	212-664-4265	Ndidi.Oriji@nbcuni.com
Kathryn Tunis (KT)	Senior Manager	212-664-3240	Kathryn.Tunis@nbcuni.com
Mike Williams (MW)	Manager	212-664-7257	Michael.Williams2@nbcuni.com

CATEGORY LIST (ALPHABETICAL) – March 2017

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

CATEGORY LIST BY EDITOR – March 2017

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

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

** All other Department Stores and Retail.