ADVERTISING STANDARDS USER GUIDE

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Introduction

NBC Advertising Standards requires digital submissions for all advertising materials requiring clearance. Advertisers are required to upload clearance materials to the NBC Advertising Standards website (www.nbcuadstandards.com) or via MediaVu.

The purpose of this guide is to provide a detailed walk-through of the submission process via the NBC Advertising Standards website.
Getting Started

To start the submission process, enter www.nbcuadstandards.com into your browser’s address bar. Once the homepage appears, click the “Submit Materials” tab on the Navigation Menu.

If you have login credentials, enter your username and password on the left side of the page. Click the “Login” button.

If you’re a first-time user, please register for an account by clicking on the “Register Here” button.
Enter the name of your Agency. A drop-down menu of registered agencies will appear. Select your agency, and enter your User and Login information. (See User Information & Login Below)

If your agency cannot be located in the system, click on the “Add Agency” button to manually register the agency. A pop-up window will appear.

Registering a New Agency

In the “Add Agency” window, enter the agency’s information. “Submit” to register the agency.
Once an agency has been selected, fill out your user information.

Create a *login* (username and password). Please store login information securely. These credentials will be used every time a new submission is created.

For added security, please enter the phrase presented in the CAPTCHA box. If you cannot identify the words, refresh the CAPTCHA box by clicking on the “Refresh” symbol.

To finish registration, click on “Register.”
Please Note: Once registration is complete:

1. A confirmation email will be sent to the email address provided.
2. A notification email will be sent to NBC Advertising Standards, and the newly registered account will be approved. Once approved, you will receive a second email that will confirm registration. You are now ready to start uploading submissions to the NBC Ad Standards Website.

Submitting Materials

Click the “Submit Materials” tab on the Navigation Menu.
Login by entering your username and password. Click “Login.”
Once logged in, the Welcome Screen will appear. To start a new submission, click on the “Submit Materials” button.

Please Note: For additional clarification throughout the entire submission process please scroll over to the Tool Tips, indicated by the blue question mark next to each section’s top right corner.

Finding/Adding an Account into the System

1) Search by Drop-Down
Select an account from the Account Name drop-down list.
If the account is not listed, click on the “Add Account” button. A pop-up window will appear.

2) Search by Typing
Type the account name, and a drop-down menu will appear. If account is found, simply click on “Submit” to continue with the submission process.
If the account cannot be found, you can enter it manually. Click on “Can’t find an account?” The pop-up window will then expand.
3) Add a New Account

To add a new account, type in the Account Name.

You must designate the appropriate Product Category for the account from the drop-down menu.

Please Note: Be careful when selecting categories for newly created accounts and products. Incorrect designations may send materials to the wrong editors.

Click “Submit” when the Account Name and Product Category are selected.

Finding/Adding Products into the System

Once the account has been entered, the product can be added through a similar set of steps.

1) Search by Drop-Down

Select a product from the Product Name drop-down list.

If the product cannot be found, click on the “Add Product” button. A pop-up window will appear.
2) Search by Typing

Type the product name, and a drop-down menu will appear. If product is found, simply click on “Submit” to continue with the submission process.

If the product cannot be found, you can enter it manually. Click on “Can't find a product?” The pop-up window will then expand.

3) Add a New Product

To add a new product, type in the Product Name.

Next, a product category must be assigned. Click on the drop-down menu and select the appropriate category.

Please Note: In order to make sure all product categories are displayed, press the “Show all” button.

For Split 30’s/Piggybacks:

If submitting Split 30’s/Piggybacks, please indicate the product names separated by a slash (/).

e.g. “Skim Milk/Orange Juice”

Once Product Name and Product Category have been correctly selected, click “Submit.”
Adding Materials and Related Documents

Overview

After Account Name, Product Name and Product Category are selected, you can upload the materials and related documents for review.

During the pre-approval stage, add primary materials (scripts, storyboards and rough cuts) in the Add Materials section. For final approval, the final, slated commercial should be submitted in this section and accompanying scripts, storyboards, etc. should be added under Add Related Documents.

(Again, please refer to the blue question mark for clarification.)

Substantiation documents, releases, cover letters, as-produced scripts and other supporting documents need to be sent as Related Documents. You cannot submit related documents without primary materials.

In this section, upload your primary materials for review.

For Preliminary Approval

Upload preliminary script(s)/storyboard(s) to the “Add Materials” section.

For Rough Cut Approval

Upload rough cut(s) to the “Add Materials” section.

For Final Approval

Upload slated final(s) to the “Add Materials” section.
Uploading Materials

For each submitted material, please do the following:

a. Click “Browse” to select the file you want to send from your computer. Please refer to page 16 for file format and size guidelines.

b. Enter the title. (e.g. “Holiday Spirit 30 Non New”)

c. Select the cut of the uploaded material (e.g. rough, final or script/storyboard) for pre-production approval.

d. For Finals. Make sure to enter an ISCI or AD-ID.

e. Select submission type- TV Spot, Script, Storyboard, etc.

f. Select the length of the commercial (15s, 30s, etc.).

g. If you would like to leave a comment about the material, please do so in the Comments section.

Click “Add” to upload additional materials.
Uploading Related Documents

Please add substantiating and accompanying documents here. Simply click “Browse” to locate the file on your computer, and select a file type from the drop-down menu.

Please Note: You CANNOT only upload related documents; they need to be accompanied by a primary clearance submission.

Confirmation of Submitted Materials

Once the Account, Product, Product Category, Materials, and Related Documents have been successfully added to the Submission form, your materials may be submitted. Simply click the “Submit” button at the bottom of the page. By clicking “Submit,” all added materials will be uploaded into the system and sent to the appropriate editor for review.

When the upload is complete, you should receive the following confirmation page. You will also receive an automated email notification to confirm your submission.

Please make sure not to close the browser window until the upload completed successfully and you receive an upload confirmation. Closing the window early will prevent materials from being delivered for clearance.
Advertising Clearance Reports from Editors

After a minimum of 3-5 business days from your submission, you will receive an Advertising Clearance Report via email. This report lists the approval status of the submission. Additional editor requests are also listed in the Advertising Clearance Report.

The approval status can be located here.

An editor may ask for additional substantiation materials.

To reply to an Advertising Clearance Report, log in to the NBC Ad Standards website, or click here.

Outstanding Requests from Advertising Clearance Reports

A list of outstanding requests will be displayed upon login. Requests can be sorted by date, editor and advertiser.

Please Note: Only the 100 most recent requests will be displayed.

To reply to the request and upload requested documents click on the 📂 icon. A pop-up window will appear.

You can delete older requests by clicking on the ⚡icon. Please be careful when deleting requests as this process cannot be undone.
Responding to an Editor’s Request

After clicking the “Reply” icon, the following pop-up will appear. Here you can read the request from the editor and upload the additional materials. You can also leave comments for the editor.

Please include all materials that substantiate the claims. First, click “Browse” and select one document from your computer. Next, place all other supporting documents in the Add Documents section. All documents (regardless of section added) will be reviewed with equal importance.

Click “Reply” to send the uploaded materials to the editor. These materials will be linked to your original submission.

Once the materials have been sent you will be diverted back to the home page. A confirmation email will be sent to your inbox.
Recommended Video Specifications

**HD spots:**
MPEG-4 file format
h.264 encoding
3 mb/sec bitrate
1280x720 frame size (16:9)
Streaming hinting ON
AAC audio 128 Kbit/sec
Max Size: 20 Megabytes

**SD spots:**
MPEG-4 file format
h.264 encoding
1.5 mb/sec bitrate
640x480 frame size (4:3)
Streaming hinting ON
AAC audio 128 Kbit/sec
Max Size: 20 Megabytes

Please upload either SD or HD versions. It is not necessary to submit both.
Security & Confidentiality

Access to the site:
- Only authorized agency users approved by NBC Ad Standards can access the site.
- No one but the registered user has access to full login information, as passwords are not stored on the site.
- The NBC server infrastructure is secured with firewalls, proxy servers, and NBC intrusion prevention tools.

Access to materials:
- Access is limited to NBC users viewing materials on their workstations. Other agencies, networks, or third parties can’t gain access to the materials. The video files can’t be downloaded or forwarded, and the attached paperwork can only be extracted by NBC Ad Standards editors.

Confidentiality
- Confidentiality of the submission data and messaging is protected by SSL. Upon submission, spots and attached documents are uploaded directly to NBC servers; they are not stored by any third parties.
- Editor responses are automatically sent directly to agency user’s email, securely and confidentially.

Submitting materials to nbcuadstandards.com is more secure and confidential than sending email attachments or links to external sites. An email or a link can be easily intercepted during delivery or read by unauthorized parties after getting to the NBC mail server. The attachments or the external link can be forwarded and accessed by anyone outside of NBC. In contrast, materials uploaded via nbcuadstandards.com do not reside on email and do not contain content that can be shared or forwarded to unauthorized parties. Only authorized Comcast personnel will have access to the materials.
Troubleshooting

Forgot Password

If you forget your password, click on the “Forgot Password” link.

Email your email address when prompted. Click “submit” and a new password will be emailed to you.

Change Password

To change your password, please go to https://www.nbcuadstandards.com/user/UpdatePassword.nbc.

You will be prompted to enter your current username and password, and will then be able to choose the password of your choice instead.

The new password must be at least 7 characters long and must be different from your username.

Change Profile Information

To change agency or personal profile information (e.g. address, telephone, etc.) please contact support@nbcuadstandards.com with the updated information.
Upload Issues

Please make sure that you are using a supported Internet browser when accessing the upload form. The following browsers are supported:

- Internet Explorer 8+
- Firefox 11+
- Safari 5

If you receive an error message when uploading materials via nbcuadstandards.com website, please make sure that you are using the latest browser version from the list above.

Please attempt to re-submit your materials by clicking the “RESUBMIT MATERIALS” button from the upload error page.

If the problem persists, please send a quick note describing your issue to support@nbcuadstandards.com.

Additional Help

For additional help, please see the “Help” tab at http://www.nbcuadstandards.com/help.nbc. There you will be able to find answers to frequently asked questions, up-to-date video format specifications, and other useful information.

If you have a question that pertains to the submission procedure or the clearance process overall, please feel free to contact the editor who handles your account. A list of editors and their respective categories can be found under the “Guidelines” tab.

For technical issues, please send an email to support@nbcuadstandards.com.