

# **NBC ADVERTISING CLEARANCE PROCEDURES**

The following procedures apply to the clearance of advertisements airing on the NBC broadcast network ("NBC").

**SUBMISSION OF MATERIALS:** There are two ways to submit clearance materials for review: Upload materials via (1) [www.nbcstandards.com](http://www.nbcstandards.com) or (2) MediaQurator.

All clearance materials must be submitted using one of the above methods 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. 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.

NOTE: The advertiser and its representatives are responsible for ensuring that the submitted materials comply 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.

**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.nbcstandards.com](http://www.nbcstandards.com), attach under "supporting documents.") If you are responding to a reviewer'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 reviewer via [www.nbcstandards.com](http://www.nbcstandards.com) 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.

Please [log in](#) to your account to access category assignments and contact information.

General questions can be directed to [nbcstandards@nbcuni.com](mailto:nbcstandards@nbcuni.com)