

## **NBC ADVERTISING CLEARANCE PROCEDURES**

**GENERAL:** The following procedures apply to the clearance of advertisements airing on the NBC broadcast network (“NBC”). Clearance procedures for advertisements airing on NBCUniversal’s Cable Networks are available [HERE](#).

**SUBMISSION OF MATERIALS:** There are three ways to submit clearance materials for review:

1. Upload materials to [www.nbcstandards.com](http://www.nbcstandards.com); or
2. Submit materials via MediaVu; or
3. Submit materials via MediaQurator.

All clearance materials must be submitted using one of the above methods in order 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. **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, NBC 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 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 an editor’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 editor via [www.nbcstandards.com](http://www.nbcstandards.com), MediaVu, 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 of clearance materials

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## CATEGORY LIST (ALPHABETICAL) – March 2022

CATEGORY	EDITOR	BACKUP	2 <sup>nd</sup> BACKUP
Alcohol	MCG	RB	MW
Appliances & Housewares	SS	MA	SJ
Automobiles, Auto Accessories, & Auto Retail	SJ	MCG	MP
Baby Products	CH	MW	JL
Billboards	JL	MCG	JA
Cable, Satellite, & Internet Providers	MCG	MW	CH
Candies, Gum & Snacks	JC	JL	MA
Cleaning & Laundry Products	MW	MP	RB
Clothing, Jewelry, Luggage & Shoes	JL	JC	MCG
Computers	MW	JL	SS
Controversial Issues & Political Advertisements	RB	JL	ER
Corporate, Organizations & Institutions	CH	RB	JA
Cosmetics & Fragrances	MP	SS	CH
Department Stores & Retail	JC	SJ	MW
Dietary Supplements & Homeopathic Remedies	MP	CH	JL
Electronics	SS	CH	JA
Eye, Ear & Dental Products	JC	CH	SJ
Finance	SS	MW	JC
Food	RB	MCG	JC
Gambling	MW	MCG	TK
Hair Care & Hair Removal	RB	SJ	CH
Home Improvement & Gardening	JC	RB	JA
Insurance	CH	SS	MA
Medical Devices & Pregnancy Tests	SS	JA	MP
Medications (OTC & RX), Medical Procedures & Telemedicine	CH	MP	SS
Movies (All G & PG movies & All Disney/Disney Plus movies)	JC	SS	MP
Movies (PG13 & R: Paramount Pics, Sony Pics & Warner)	JA	JC	SJ
Movies (PG13 & R: Fox Ent., Univ Pics & all other Studios)	JL	RB	MW
Music	MW	JA	MCG
Non-Alcoholic Beverages	MP	SJ	RB
Office Supplies & Office Retail	MCG	MA	SS
Oil & Gas	JL	SJ	CH
Online Retailers & Online Services	MA	JL	MCG
Paper Products & Plastic Bags	JL	MP	RB
Personal Products & Contraceptives	MP	MA	MCG
Pet Products & Pet Retail	RB	MW	MP
Phones	MW	SS	JC
Publications	MP	JA	MA
Real Estate	MCG	CH	JC
Restaurants	MA	RB	JC
Services (e.g., Delivery & In-home Services)	SJ	MP	MA
Shipping Services	MCG	JC	JL
Skin Care	MA	CH	MP
Sporting Goods	SJ	MW	RB
Television Shows (Linear & Streaming)	SS	JC	JL
Toys	RB	MP	JA
Travel & Tourism	SJ	JA	SS
Video Games	MA	JA	MW
Weight Loss	CH	MCG	MW

## CATEGORY LIST BY EDITOR – March 2022

CATEGORY	EDITOR	BACKUP	2 <sup>ND</sup> BACKUP
Online Retailers & Online Services	MA	JL	MCG
Restaurants	MA	RB	JC
Skin Care	MA	CH	MP
Video Games	MA	JA	MW
Movies (Rated PG-13 & R for Paramount Pics, Sony Pics, & WB Pics)	JA	JC	SJ
Controversial Issues & Political Advertisements	RB	JL	ER
Food	RB	MCG	JC
Hair Care & Hair Removal	RB	SJ	CH
Pet Products & Pet Retail	RB	MW	MP
Toys	RB	MP	JA
Alcohol	MCG	RB	MW
Cable, Satellite, & Internet Providers	MCG	MW	CH
Office Supplies & Office Retail	MCG	MA	SS
Real Estate	MCG	CH	JC
Shipping Services	MCG	JC	JL
Candies Snacks & Gum	JC	JL	MA
Department Store & Retail	JC	SJ	MW
Eye, Ear & Dental	JC	CH	SJ
Home Improvement & Gardening	JC	RB	JA
Movies (All G & PG movies & All Disney/Disney Plus movies)	JC	SS	MP
Baby Products	CH	MW	JL
Corporate, Organizations & Institutions	CH	RB	JA
Insurance	CH	SS	MA
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	CH	MP	SS
Weight Loss	CH	MCG	MW
Billboards	JL	MCG	JA
Clothing, Jewelry, Luggage & Shoes	JL	JC	MCG
Movies (Rated PG-13 & R for Fox Ent., Univ. Pics, & all other Studios)	JL	RB	MW
Oil & Gas	JL	SJ	CH
Paper Products & Plastic Bags	JL	MP	RB
Automobiles, Auto Accessories, & Auto Retail	SJ	MCG	MP
Services (e.g., Delivery & In-home Services)	SJ	MP	MA
Sporting Goods	SJ	MW	RB
Travel & Tourism	SJ	JA	SS
Cosmetics & Fragrances	MP	SS	CH
Dietary Supplements & Homeopathic Remedies	MP	CH	JL
Non-Alcoholic Beverages	MP	SJ	RB
Personal Products & Contraceptives	MP	MA	MCG
Publications	MP	JA	MA
Appliances & Housewares	SS	MA	SJ
Electronics	SS	CH	JA
Finance	SS	MW	JC
Medical Devices & Pregnancy Tests	SS	JA	MP
Television Shows (Linear & Streaming)	SS	JC	JL
Cleaning & Laundry Products	MW	MP	RB
Computers	MW	JL	SS
Gambling	MW	MCG	TK
Music	MW	JA	MCG
Phones	MW	SS	JC