

## **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:

Upload materials to [www.nbcstandards.com](http://www.nbcstandards.com); or

1. Submit materials via MediaVu; or
2. 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) – August 2022

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

## CATEGORY LIST BY EDITOR – AUGUST 2022

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