

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 via (1) www.nbcstandards.com; or (2) MediaQuator; or (3) MediaVu.

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, attach under “supporting documents.”) If you are responding to a specialist’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 specialist via www.nbcstandards.com, MediaVu, or MediaQuator.

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.

CONTACT	TITLE	EMAIL
Ajala, Mary (MA)	Associate Specialist	Mary.Ajala@nbcuni.com
Asare, Jennifer (JA)	Vice President	Jennifer.Asare@nbcuni.com
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CATEGORY LIST (ALPHABETICAL) – FEBRUARY 2024

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

CATEGORY LIST BY SPECIALIST – FEBRUARY 2024

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