

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; 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, attach under “supporting documents.”) If you are responding to an 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 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

Staff List:

CONTACT	TITLE	EMAIL
Ajala, Mary (MA)	Associate Specialist	Mary.Ajala@nbcuni.com
Asare, Jennifer (JA)	Vice President	Jennifer.Asare@nbcuni.com
Buchanan, Rachel (RB)	Manager	Rachel.Buchanan@nbcuni.com
Chan Giambrone, Melissa (MCG)	Director	Melissa.Chan@nbcuni.com
Cheever, John (JC)	Specialist	John.Cheever@nbcuni.com
Gernon, Tom (TG)	Associate Specialist	Tom.Gernon@nbcuni.com
Gopal, Leka (LG)	Associate Specialist	Leka.Gopal@nbcuni.com
Herder, Caitlin (CH)	Vice President	Caitlin.Herder@nbcuni.com
Hug, Jennifer (JH)	Associate Specialist	Jennifer.Hug@nbcuni.com
Kline, Tom (TK)	Senior Director	Tom.Kline@nbcuni.com
Loria, Jessica (JL)	Manager	Jessica.Loria@nbcuni.com
Palma, Patricia (PP)	Specialist	Patricia.Palma@nbcuni.com
Paternina, Natalia (NP)	Associate Specialist	Natalia.Paternina@nbcuni.com
Pernia, Marjorie (MP)	Research Specialist	Marjorie.Pernia@nbcuni.com
Samidan, Shamico (SS)	Specialist	Shamico.Samidan@nbcuni.com
Tsang, Jessie (JT)	Associate Specialist	Jessie.Tsang@nbcuni.com
Williams, Mike (MW)	Senior Manager	Michael.Williams2@nbcuni.com

CATEGORY LIST (ALPHABETICAL) – APRIL 2023

CATEGORY	SPECIALIST	BACKUP	2 nd BACKUP
Alcohol	MCG	RB	MW
Appliances & Housewares	NP	MW	LG
Automobiles, Auto Accessories, & Auto Retail	PP	MCG	MW
Baby Products	CH	MCG	LG
Billboards	MA	NP	JL
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	PP
Controversial Issues & Political Advertisements	RB	JL	CH
Corporate, Organizations & Institutions	JL	JA	CH
Cosmetics & Fragrances	NP	LG	CH
Department Stores & Retail	PP	JC	TG
Dietary Supplements & Homeopathic Remedies	MP	CH	JL
Electronics	SS	NP	JA
Eye, Ear & Dental Products	JC	NP	JA
Finance	SS	MW	JC
Food	RB	MCG	JC
Gambling	MW	MCG	TK
Hair Care & Hair Removal	JC	SS	MCG
Home Improvement & Gardening	JT	JC	NP
Insurance	CH	PP	JH
Medical Devices & Pregnancy Tests	JA	PP	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	MP	LG	PP
Office Supplies & Office Retail	MCG	MA	NP
Oil & Gas	JC	CH	JL
Online Retailers & Online Services	MA	JL	PP
Paper Products & Plastic Bags	NP	PP	RB
Personal Products & Contraceptives	JL	MA	MCG
Pet Products & Pet Retail	RB	JC	MW
Phones	MW	SS	JC
Publications	PP	JA	RB
Real Estate	SS	PP	CH
Restaurants	MA	LG	JT
Services (e.g., Delivery & In-home Services)	PP	NP	SS
Shipping Services	MCG	CH	JL
Skin Care	MA	SS	JH
Sporting Goods	MW	NP	RB
Television Shows (Linear & Streaming)	SS	MA	JL
Toys	JT	RB	JA
Travel & Tourism	RB	JA	SS
Video Games	MA	JC	TG
Weight Loss	CH	MW	NP

CATEGORY LIST BY SPECIALIST – APRIL 2023

CATEGORY	SPECIALIST	BACKUP	2 ND BACKUP
Billboards	MA	NP	JL
Online Retailers & Online Services	MA	JL	PP
Restaurants	MA	LG	JT
Skin Care	MA	SS	JH
Video Games	MA	JC	TG
Medical Devices & Pregnancy Tests	JA	PP	MW
Controversial Issues & Political Advertisements	RB	JL	CH
Food	RB	MCG	JC
Pet Products & Pet Retail	RB	JC	MW
Travel & Tourism	RB	JA	SS
Alcohol	MCG	RB	MW
Cable, Satellite, & Internet Providers	MCG	MW	CH
Office Supplies & Office Retail	MCG	SS	NP
Shipping Services	MCG	JC	JL
Eye, Ear & Dental	JC	NP	JA
Hair Care & Hair Removal	JC	SS	MCG
Movies (Rated PG-13 & R for Paramount Pics, Sony Pics, & Warner Bros.)	JC	JA	RB
Oil & Gas	JC	CH	JL
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	LG
Insurance	CH	PP	JH
Weight Loss	CH	MW	NP
Clothing, Jewelry, Luggage & Shoes	JL	JC	NP
Corporate, Organizations & Institutions	JL	JA	CH
Personal Products & Contraceptives	JL	MA	MCG
Automobiles, Auto Accessories, & Auto Retail	PP	MCG	MW
Department Store & Retail	PP	JC	TG
Publications	PP	JA	RB
Services (e.g., Delivery & In-home Services)	PP	NP	SS
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	PP	RB
Dietary Supplements & Homeopathic Remedies	MP	CH	JL
Non-Alcoholic Beverages	MP	LG	PP
Electronics	SS	NP	JA
Finance	SS	MW	JC
Real Estate	SS	MCG	CH
Television Shows (Linear & Streaming)	SS	MA	JL
Home Improvement & Gardening	JT	JC	NP
Toys	JT	RB	JA
Cleaning & Laundry Products	MW	RB	LG
Computers	MW	JL	PP
Gambling	MW	MCG	TK
Music	MW	JA	MCG
Phones	MW	SS	JC
Sporting Goods	MW	NP	RB