

## **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 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](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

### **Staff List:**

| <b>CONTACT</b>                       | <b>TITLE</b>         | <b>EMAIL</b>   |
|--------------------------------------|----------------------|--|
| <b>Ajala, Mary (MA)</b>              | Associate Specialist | <a href="mailto:Mary.Ajala@nbcuni.com">Mary.Ajala@nbcuni.com</a>               |
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| <b>Herder, Caitlin (CH)</b>          | Vice President       | <a href="mailto:Caitlin.Herder@nbcuni.com">Caitlin.Herder@nbcuni.com</a>       |
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| <b>Joseph, Sandra (SJ)</b>           | Senior Specialist    | <a href="mailto:Sandra.Joseph@nbcuni.com">Sandra.Joseph@nbcuni.com</a>         |
| <b>Kline, Tom (TK)</b>               | Senior Director      | <a href="mailto:Tom.Kline@nbcuni.com">Tom.Kline@nbcuni.com</a>                 |
| <b>Loria, Jessica (JL)</b>           | Manager              | <a href="mailto:Jessica.Loria@nbcuni.com">Jessica.Loria@nbcuni.com</a>         |
| <b>Palma, Patricia (PP)</b>          | Specialist           | <a href="mailto:Patricia.Palma@nbcuni.com">Patricia.Palma@nbcuni.com</a>       |
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| <b>Samidan, Shamico (SS)</b>         | Specialist           | <a href="mailto:Shamico.Samidan@nbcuni.com">Shamico.Samidan@nbcuni.com</a>     |
| <b>Tsang, Jessie</b>                 | Associate Specialist | <a href="mailto:Jessie.Tsang@nbcuni.com">Jessie.Tsang@nbcuni.com</a>           |
| <b>Williams, Mike (MW)</b>           | Senior Manager       | <a href="mailto:Michael.Williams2@nbcuni.com">Michael.Williams2@nbcuni.com</a> |

## CATEGORY LIST (ALPHABETICAL) – APRIL 2023

| CATEGORY  | SPECIALIST | BACKUP | 2 <sup>nd</sup> BACKUP |
|---|------------|--------|------------------------|
| Alcohol   | MCG        | RB     | MW                     |
| Appliances & Housewares                                     | NP         | MW     | LG                     |
| Automobiles, Auto Accessories, & Auto Retail                | SJ         | PP     | MCG                    |
| Baby Products   | SJ         | MCG    | CH                     |
| 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     | LG                     |
| Dietary Supplements & Homeopathic Remedies                  | MP         | CH     | 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                                    | JC         | SS     | MCG                    |
| Home Improvement & Gardening                                | JT         | JC     | NP                     |
| Insurance   | PP         | MCG    | CH                     |
| Medical Devices & Pregnancy Tests                           | PP         | 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                                     | PP         | MA     | MP                     |
| Office Supplies & Office Retail                             | MCG        | MA     | NP                     |
| Oil & Gas   | JC         | SJ     | 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     | SJ                     |
| Shipping Services   | MCG        | SJ     | JL                     |
| Skin Care   | MA         | SS     | NP                     |
| Sporting Goods  | SJ         | NP     | RB                     |
| Television Shows (Linear & Streaming)                       | SS         | MA     | JL                     |
| Toys  | JT         | RB     | JA                     |
| Travel & Tourism  | SJ         | LG     | JA                     |
| Video Games   | MA         | JC     | MW                     |
| Weight Loss   | CH         | MW     | NP                     |

## CATEGORY LIST BY SPECIALIST – APRIL 2023

| CATEGORY   | SPECIALIST | BACKUP | 2 <sup>ND</sup> BACKUP |
|--|------------|--------|------------------------|
| Billboards   | MA         | NP     | JL                     |
| Online Retailers & Online Services                                     | MA         | JL     | PP                     |
| Restaurants  | MA         | LG     | JT                     |
| Skin Care  | MA         | SS     | NP                     |
| Video Games  | MA         | JC     | MW                     |
|  |            |        |                        |
| Controversial Issues & Political Advertisements                        | RB         | JL     | CH                     |
| Food   | RB         | MCG    | JC                     |
| Pet Products & Pet Retail  | RB         | JC     | MW                     |
|  |            |        |                        |
| Alcohol  | MCG        | RB     | MW                     |
| Cable, Satellite, & Internet Providers                                 | MCG        | MW     | CH                     |
| Office Supplies & Office Retail  | MCG        | MA     | NP                     |
| Shipping Services  | MCG        | SJ     | JL                     |
|  |            |        |                        |
| Eye, Ear & Dental  | JC         | NP     | SJ                     |
| 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         | SJ     | 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                     |
|  |            |        |                        |
| 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                           | SJ         | PP     | MCG                    |
| Baby Products  | SJ         | MCG    | CH                     |
| Sporting Goods   | SJ         | NP     | RB                     |
| Travel & Tourism   | SJ         | LG     | JA                     |
|  |            |        |                        |
| Department Store & Retail  | PP         | JC     | LG                     |
| Insurance  | PP         | MCG    | CH                     |
| Medical Devices & Pregnancy Tests                                      | PP         | SS     | MW                     |
| Non-Alcoholic Beverages  | PP         | MA     | MP                     |
| Publications   | PP         | JA     | RB                     |
| Services (e.g., Delivery & In-home Services)                           | PP         | NP     | SJ                     |
|  |            |        |                        |
| 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                     |
|  |            |        |                        |
| Electronics  | SS         | NP     | SJ                     |
| Finance  | SS         | MW     | JC                     |
| Real Estate  | SS         | PP     | 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                     |
|  |            |        |                        |