

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	On Leave
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
Herder, Caitlin (CH)	Vice President	Caitlin.Herder@nbcuni.com
Hug, Jennifer (JH)	Associate Specialist	Jennifer.Hug@nbcuni.com
Jennion, Carly (CJ)	WC Coordinator	Carly.Jennion@nbcuni.com
Kahn, Daisy (DK)	Associate Specialist	Daisy.Kahn@nbcuni.com
Kline, Tom (TK)	Senior Director	Tom.Kline@nbcuni.com
Loria, Jessica (JL)	Manager	Jessica.Loria@nbcuni.com
Paternina, Natalia (NP)	Associate Specialist	Natalia.Paternina@nbcuni.com
Pernia, Marjorie (MP)	Senior Specialist	Marjorie.Pernia@nbcuni.com
Prasad, Pricilla (PPR)	EC Coordinator	Pricilla.Prasad@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) – SEPTEMBER 2023

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

CATEGORY LIST BY SPECIALIST – SEPTEMBER 2023

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