

## **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 two ways to submit clearance materials for review: Upload materials via (1) [www.nbcstandards.com](http://www.nbcstandards.com) or (2) MediaQurator.

All clearance materials must be submitted using one of the above methods 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 comply 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 a reviewer’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 reviewer via [www.nbcstandards.com](http://www.nbcstandards.com) 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) – DECEMBER 2024

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

## CATEGORY LIST BY REVIEWER – DECEMBER 2024

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