



February, 2021

NBC Sports has been given your name as our initial contact for the 2020 Summer Olympic Games (being played July 23-August 8, 2021) by our Sales department. The following pages outline our commercial integration procedures. Please forward this information to the appropriate agency contacts.

## Traffic Instructions for Olympic Coverage on the NBC Broadcast Network

**\*\*NBCU will require that ALL Olympics Advertisers register and utilize AD-ID for Broadcast AND Cable\*\***



### ADDITIONAL INFORMATION

<http://www.ad-id.org/>

### NEW AD-ID CLIENTS

Register at <https://app.ad-id.org/user/register>

### EXISTING AD-ID CLIENTS

Contact Ad-ID customer service at [cs@ad-id.org](mailto:cs@ad-id.org) or 704.501.4410 for assistance with onboarding.

### ASSOCIATED COSTS

- Advertiser alpha-numeric prefix FREE
- First 600 new codes \$30/code
- Next 1,400 new codes \$5/code
- All new codes after \$25K threshold No charge

Traffic instructions for units airing on the NBC Broadcast Network during the 2020 Summer Olympic Games must be e-mailed to NBC Sports – [nbcnetworksportscommercialinstructions@nbcuni.com](mailto:nbcnetworksportscommercialinstructions@nbcuni.com)

### Traffic instructions must include the following:

- Agency name/traffic contact/phone #
- Air date and event
- Client name/AD-ID/product/brand
- Title/length of commercial
- Revision # (if applicable)

**\*There should be no other instructions on the traffic. All event positioning requests, order of air, etc. should be placed through your Ad Sales contact. In addition, Sales Operations will not be responsible for executing any direction given on traffic regarding these requests.**

**\*\*All Olympic units airing on the NBC broadcast network or any of the NBC cable properties require brand allocations be provided to the Sales Planners/ASRs prior to our traffic instruction deadlines. Allocations provided to the Sales team must match the brands listed on traffic instructions from the agency. In addition, brand allocations will need to be provided for all billboards prior to air.**

**DEADLINES –**

**JULY 7<sup>th</sup>, 2021–**

**BILLBOARDS AND FINAL  
ADVERTISEMENTS TO AD STANDARDS**

**JULY 12<sup>th</sup>, 2021 –**

**TRAFFIC INSTRUCTIONS FOR  
BROADCAST AND CABLE NETWORKS**

**Traffic Instructions for Olympic Coverage on  
NBCSN, USA & CNBC**

Please send Olympic traffic instructions for **NBCSN, CNBC, USA, GOLF, OLY CHANNEL, Telemundo, and Universo** to the corresponding DL below:

[OlympicNBCSNcommercialinstructions@nbcuni.com](mailto:OlympicNBCSNcommercialinstructions@nbcuni.com)

[OlympicCNBCommercialInstructions@nbcuni.com](mailto:OlympicCNBCommercialInstructions@nbcuni.com)

[OlympicUSACommercialInstructions@nbcuni.com](mailto:OlympicUSACommercialInstructions@nbcuni.com)

[OlympicGOLFcommercialInstructions@nbcuni.com](mailto:OlympicGOLFcommercialInstructions@nbcuni.com)

[OlympicOLYCHcommercialInstructions@nbcuni.com](mailto:OlympicOLYCHcommercialInstructions@nbcuni.com)

[OlympicTLMDcommercialInstructions@nbcuni.com](mailto:OlympicTLMDcommercialInstructions@nbcuni.com)

[OlympicUNVSOcommercialInstructions@nbcuni.com](mailto:OlympicUNVSOcommercialInstructions@nbcuni.com)

Commercial instructions must include the Network, Olympic flight dates **ONLY**, advertiser, agency, agency contact info, product/brand, AD-ID, duration and **REVISION #** if applicable. Spot-by-spot instructions are preferred. Traffic sent to the incorrect DL **WILL NOT** be forwarded, so please make sure to send to the correct DL for air.

**The deadline for cable traffic instructions is  
Monday, July 12<sup>th</sup>, 2021.**

# NBCUNIVERSAL ADVERTISING STANDARDS

Website for most up-to-date information: [www.nbcuadstandards.com](http://www.nbcuadstandards.com)

**SUBMISSION OF MATERIALS:** There are three ways to submit clearance materials for review:

1. Upload materials to [www.nbcuadstandards.com](http://www.nbcuadstandards.com); or
2. Submit materials via MediaVu or
3. Submit materials via MediaQurator.

All clearance materials must be submitted using one of the above methods or they will not be reviewed.

**Clearance materials should not be sent to Traffic, Sales or the Media Operations Center (MOC) in Englewood Cliffs.**

**\*\*\*PLEASE MARK ALL COMMERCIALS AS “FOR THE OLYMPICS” \*\*\***

**PRE-PRODUCTION REVIEW:** Prior to production, advertising agencies should submit a script or storyboard of the proposed advertisement to Advertising Standards. Advertising Standards 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, Advertising Standards 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 should submit rough cuts for review before final production.

**SUPPORTING DOCUMENTS:** Supporting documentation, including but not limited to, product testing, claim support, and producer’s affidavits should be submitted along with the script, storyboard, rough cut, or final as “related documents” via [www.nbcuadstandards.com](http://www.nbcuadstandards.com) or attached to the “post-it note” in MediaVu. If you are responding to an editor’s request, any materials you send must be submitted through the “click HERE” link at the bottom of the editor’s clearance report or attached to a message sent to the editor via [www.nbcuadstandards.com](http://www.nbcuadstandards.com) or MediaVu.

**FINAL APPROVAL:** All final advertisements must be slated with a unique AD-ID, a title, and the length of the advertisement and submitted via one of the above submission methods. Advertising Standards cannot give final approval to un-slated advertisements.

**TIME FOR REVIEW:** Advertisers should allow a MINIMUM of **3 business days** for review of clearance materials.

**The deadline for submitting final advertisements to Advertising Standards for the 2020 Summer Olympics is Wednesday, July 7, 2021.**

# NBCUNIVERSAL ADVERTISING STANDARDS

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6. Submit materials via MediaQurator.

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**TIME FOR REVIEW:** Advertisers should allow a MINIMUM of **3 business days** for review of clearance materials.

**The deadline for submitting final advertisements to Advertising Standards for the 2020 Summer Olympics is Wednesday, July 7, 2021.**

## Advertising Standards Staff List:

| CONTACT                       | TITLE                  | PHONE        | EMAIL                             |
|-------------------------------|------------------------|--------------|-----------------------------------|
| Asare, Jennifer (JA)          | Vice President         | 212-664-2115 | Jennifer.Asare@nbcuni.com         |
| Buchanan, Rachel (RB)         | Senior Editor          | 212-413-5657 | Rachel.Buchanan@nbcuni.com        |
| Chan Giambrone, Melissa (MCG) | Manager                | 212-664-4291 | Melissa.Chan@nbcuni.com           |
| Cheever, John (JC)            | Associate Editor       | 818-777-2317 | John.Cheever@nbcuni.com           |
| Herder, Caitlin (CH)          | Director               | 212-664-2235 | Caitlin.Herder@nbcuni.com         |
| Loria, Jessica (JLO)          | Editor                 | 212-413-6321 | Jessica.Loria@nbcuni.com          |
| Oriji, Ndidi (NO)             | Senior Vice President  | 212-664-4265 | Ndidi.Oriji@nbcuni.com            |
| Pernia, Marjorie (MP)         | Assoc. Research Editor | 212-413-5392 | Marjorie.Pernia@nbcuni.com        |
| Samidan, Shamico (SS)         | Associate Editor       | 212-413-5328 | Shamico.Samidan@nbcuni.com        |
| Threatt-Peters, Kirsten (KTP) | EC Coordinator         | 212-664-2136 | Kirsten.Threatt-Peters@nbcuni.com |
| Treadway, Corey (CT)          | Senior Editor          | 818-777-2650 | Corey.Treadway@nbcuni.com         |
| Tunis, Kathryn (KT)           | Director               | 212-664-3240 | Kathryn.Tunis@nbcuni.com          |
| Williams, Mike (MW)           | Manager                | 212-664-7257 | Michael.Williams2@nbcuni.com      |

## CATEGORY LIST (ALPHABETICAL) – JULY 2020

| CATEGORY  | EDITOR    | BACKUP   | 2 <sup>nd</sup> BACKUP |
|---|-----------|----------|------------------------|
| Alcohol   | KT        | MCG      | RB                     |
| Appliances & Housewares                         | JC + CT   | MW       | JLO                    |
| Automobiles, Auto Accessories, & Auto Retail    | MCG       | MP       | MW                     |
| Baby Products                                   | CH        | MCG      | JLO                    |
| Billboards                                      | KTP       | JLO      | MCG                    |
| Cable, Satellite & Internet Providers           | MCG       | RB       | KT                     |
| Candies, Gum & Snacks                           | RB        | JA       | MCG                    |
| Cleaning & Laundry Products                     | SS        | KT       | RB                     |
| Clothing, Jewelry, Luggage & Shoes              | JLO       | RB       | MP                     |
| Computers                                       | MW        | CH       | SS                     |
| Controversial Issues & Political Advertisements | KT        | RB       | JLO                    |
| Corporate, Organizations & Institutions         | CH        | RB       | JA                     |
| Cosmetics & Fragrances                          | KT        | SS       | CH                     |
| Department Stores & Retail                      | RB        | JLO      | KTP                    |
| Dietary Supplements & Homeopathic Remedies      | MP        | CH       | SS                     |
| Electronics                                     | SS        | JA       | MCG                    |
| Eye, Ear & Dental Products                      | JC        | KT       | CH                     |
| Finance   | SS        | JC       | MW                     |
| Food  | RB        | MCG      | JC                     |
| Gambling  | MW        | MCG      | JA                     |
| Hair Care & Hair Removal                        | RB        | KT       | CH                     |
| Home Improvement & Gardening                    | CT        | MP       | MW                     |
| Insurance                                       | MW        | CT       | CH                     |
| Medical Devices & Pregnancy Tests               | SS        | MW       | CH                     |
| Medications (OTC & RX) & Medical Procedures     | CH        | MP       | MCG                    |
| Movies (SEE PAGE 3)                             | JA/JC/JLO | CH/JA/CT | RB/MP/MW               |
| Music   | MW        | KTP      | RB                     |
| NBC Custom Content                              | JA        | MCG      | MP                     |
| Non-Alcoholic Beverages                         | MP        | RB       | JLO                    |

|   |     |     |     |
|---|-----|-----|-----|
| Office Supplies & Office Retail             | MCG | MW  | KTP |
| Oil & Gas                                   | JLO | CH  | KT  |
| Online Retailers & Online Services          | JLO | JA  | MCG |
| Paper Products                              | JLO | KTP | RB  |
| Personal Products & Contraceptives          | MP  | MCG | KT  |
| Pet Products & Pet Retail                   | MP  | MW  | KTP |
| Phones                                      | MW  | SS  | JC  |
| Publications                                | KTP | CT  | JA  |
| Real Estate                                 | MCG | CH  | JA  |
| Restaurants                                 | KTP | JC  | MP  |
| Services (e.g. Delivery & In-home Services) | MP  | KT  | JA  |
| Shipping Services                           | MCG | SS  | JLO |
| Skin Care                                   | SS  | MP  | KT  |
| Sporting Goods                              | MW  | JLO | MP  |
| Television Shows (Streaming & Linear)       | CT  | SS  | JC  |
| Toys  | RB  | MP  | JA  |
| Travel & Tourism                            | SS  | JLO | JA  |
| Video Games                                 | KT  | MW  | CT  |
| Weight Loss                                 | CH  | MW  | SS  |

# TELEMUNDO ADVERTISING STANDARDS

Website for most up-to-date information: [www.telemundo.nbcuadstandards.com](http://www.telemundo.nbcuadstandards.com)

**SUBMISSION OF MATERIALS:** There are three ways to submit clearance materials for review:

7. Upload materials to <https://telemundo.nbcuadstandards.com/>; or
8. Submit materials via MediaVu or
9. Submit materials via MediaQurator.

All clearance materials must be submitted using one of the above methods or they will not be reviewed. **Clearance materials should not be sent to Traffic, Sales or the Media Operations Center (MOC) in Englewood Cliffs.**

**\*\*\*PLEASE MARK ALL COMMERCIALS AS “FOR THE OLYMPICS” \*\*\***

**PRE-PRODUCTION REVIEW:** Prior to production, advertising agencies should submit a script or storyboard of the proposed advertisement to Advertising Standards. Advertising Standards 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, Advertising Standards 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 should submit rough cuts for review before final production.

**SUPPORTING DOCUMENTS:** Supporting documentation, including but not limited to, product testing, claim support, and producer’s affidavits should be submitted along with the script, storyboard, rough cut, or final as “related documents” via [telemundo.nbcuadstandards.com](http://telemundo.nbcuadstandards.com) or attached to the “post-it note” in MediaVu. If you are responding to an editor’s request, any materials you send must be submitted through the “click HERE” link at the bottom of the editor’s clearance report or attached to a message sent to the editor via [telemundo.nbcuadstandards.com](http://telemundo.nbcuadstandards.com) or MediaVu.

**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. Advertising Standards cannot give final approval to un-slated advertisements.

**TIME FOR REVIEW:** Advertisers should allow a MINIMUM of **3 business days** for review of clearance materials.

**The deadline for submitting final advertisements to Advertising Standards for the 2020 Summer Olympics is Wednesday, July 7th, 2021.**

## Advertising Standards Staff List:

| CONTACT         | TITLE          | PHONE        | EMAIL  |
|-----------------|----------------|--------------|--|
| Edwin Rivera    | Director       | 305-873-4093 | <a href="mailto:edwin.rivera@nbcuni.com">edwin.rivera@nbcuni.com</a>     |
| Patricia Valuja | Senior Manager | 305-205-0103 | <a href="mailto:PXRIVERO@telemundo.com">PXRIVERO@telemundo.com</a>       |
| Yelaine Alonso  | Manager        | 305-496-9706 | <a href="mailto:yelaine.alonso@nbcuni.com">yelaine.alonso@nbcuni.com</a> |
| Eunice Sanchez  | Coordinator    | 305-903-9423 | <a href="mailto:eunice.ramos@nbcuni.com">eunice.ramos@nbcuni.com</a>     |

## **COMMERCIAL DELIVERY GUIDELINES**

**Website for updated information:** <http://nbcuni.force.com/commops>

NBCUniversal requires all suppliers to utilize digital distribution for the delivery of commercial content.

- **NBCUniversal does not accept ftp delivery of commercial content.**
- **NBCUniversal does not accept commercials delivered on HD videotape.**
- **NBCUniversal accepts delivery of file based content from the pre-approved vendors listed below:**

### **To arrange for electronic delivery please contact:**

Adstream/Javelin 877.851.1786 [support.javelindelivers@adstream.com](mailto:support.javelindelivers@adstream.com)

Comcast Ad Delivery 855.858.1942 [www.comcasttechnologysolutions.com](http://www.comcasttechnologysolutions.com)

Extreme Reach 877.769.9382 [support@extremereach.com](mailto:support@extremereach.com)

On the Spot Media 855.855.6876 [sales@onthespotmedia.com](mailto:sales@onthespotmedia.com)

Syncro Digital Media 844.693.9408 [support@syncroservices.com](mailto:support@syncroservices.com)

Yangaroo 866.992.9902 [adsupport@dmds.com](mailto:adsupport@dmds.com)

### **Electronic Commercial Delivery Codes by Vendor:**

|                        | <b><u>Ad Stream/Javelin</u></b> | <b><u>Comcast Ad Delivery</u></b> | <b><u>Extreme Reach</u></b> | <b><u>On the Spot Media</u></b> | <b><u>Synchro Media Svcs</u></b> | <b><u>Yangaroo</u></b> |
|------------------------|---------------------------------|-----------------------------------|-----------------------------|---------------------------------|----------------------------------|------------------------|
| <b>NBC</b>             | NBC                             | NBC                               | NBC Television Network      | NBC UNIVERSAL NETWORKH          | NBC TV Network                   | NBC Television Network |
| <b>NBCSN</b>           | NBCSportsNet                    | NBCSPORT NET                      | NBC Sports Cable Network    | NBC SPORTS NETWORKH             | NBC Sports Network (NBCSN)       | NBC Sports Network     |
| <b>CNBC</b>            | CNBC                            | CNBC                              | CNBC                        | CNBC NETWORKH                   | CNBC                             | CNBC                   |
| <b>USA</b>             | USA                             | USA                               | USA Network                 | USA NETWORKH                    | USA                              | USA                    |
| <b>GOLF</b>            | Golf                            | Golf                              | Golf Channel                | GOLF CHANNELH                   | Golf Channel                     | Golf Channel           |
| <b>Olympic Channel</b> | Olympic                         | OlympicChannel                    | Olympic Channel             | OLYMPIC CHANNELH                | Olympic Channel                  | Olympic Channel        |
| <b>Telemundo</b>       | Telemundo                       | Telemundo                         | Telemundo Network           | TELEMUNDO NETWORKH              | Telemundo TV Network             | Telemundo              |
| <b>Universo</b>        | NBC Universo                    | NBC Universo                      | NBC Universo                | UNIVERSO NETWORKH               | Universo                         | NBC Universo           |



- NBCUniversal requires digital / file based delivery of commercial content from pre-approved vendors.
- HD Commercials must have “H” on suffix i.e., **ABCD1234H**
- **Spots will be retained for 90 days from delivery date**
- All material must use SMPTE "drop-frame" time code
- Mix Engineers: provide –24 LKFS (+/-2dB) average dialog loudness for the long-form or global loudness for the short-form soundtrack.
- Content not conforming to NBCUNIVERSAL’s –24LKFS average loudness specification will be loudness normalized by NBCUniversal to meet this requirement. This process shifts average loudness to –24LKFS with no impact to dynamic range.

For CALM ACT compliance the Federal Communications Commission (FCC or Commission) rules require commercials to have the same average volume as the programs they accompany. All NBCU commercial advertising is normalized to -24LKFS.

- i. Suppliers must provide soundtracks with a measured AVERAGE of -24 LKFS\* (+/-2 dB) of the FULL PROGRAM MIX (not only DIALOGUE) by performing an ITU-R.BS.1770-3 loudness measurement as specified in the current version of ATSC-A/85 and approved by the FCC
- ii. Content loudness is to be mixed for a -24 LKFS average and not targeted to the high or low side of the +/-2 tolerance range`
- iii. In addition, all short-form content will be subject to a loudness measurement and normalization process to ensure an average loudness of -24 LKFS of the soundtrack. If necessary, this process shifts average loudness to -24 LKFS with no impact to dynamic range. Content delivered softer than NBCUniversal’s -24 LKFS specification will be loudness normalized to a maximum loudness of -24 LKFS -2/true peak. The delivered peak level of soft content may restrict normalization up to the -24 LKFS target.

**FCC Regulations-No False or Deceptive EAS Signals or Tones.**

The FCC prohibits the transmission of the Emergency Alert System (EAS) codes or Attention Signal (853 Hz and 960 Hz transmitted simultaneously) or a recording or simulation thereof except in the case of an actual emergency or authorized EAS test.

**The rule applies to all forms of content, including programs, commercials and other paid programming, PSAs, promos and other interstitial material.** The FCC has not defined what constitutes a prohibited "simulation" and has brought enforcement actions against sound effects other than actual EAS tones. **Content containing EAS tones or simulations will not be accepted for broadcast.**

**Watermarking and Tracking Technologies:**

NBCUniversal does not support the use of audio or video watermarking or tracking technologies embedded in the ancillary data space or otherwise included in the materials for exhibition/transmission, and takes no responsibility for the use of such technologies or their preservation in transmission to the audience.

**The deadline for electronic commercial delivery for the Olympics is Monday, July 12, 2021 for cable and broadcast.**

**Please note the following –**

1. Technical Specifications can be found at <http://nbcuni.force.com/commops>.

2. **Also note, for all NBC Universal Properties, there is a limitation of 15 characters for all AD-ID's.**

3. **For Cable** – Advertising Standards must review and approve all commercials for the NBC Broadcast Network and commercials falling in to certain categories on the NBCU Cable Networks before they can air. Please see [www.nbcuadstandards.com](http://www.nbcuadstandards.com) for complete procedures for sending commercials (both pre-production review and final slated commercials) for review as well as an editor list divided by category.

4. Only the commercials that are scheduled on the final playlist will be ingested for air. All commercials will be ingested 'as is', despite audio or visual discrepancies. Agencies will be notified of On Air discrepancies. Dub houses will be responsible for preventing these defective commercials.

5. **NBC recommends that all commercials airing during the 2020 Summer Olympic Games be delivered with closed captioning already embedded.**

6. All commercials and billboards must conform to the public and industry advertising standards and to the programming and operating policies of NBC Universal. Commercials and billboards must comply with NBC's technical standards. In no event shall NBC Universal be liable for the contents of a commercial in its telecast.

7. The placement and designation of commercial positioning shall be determined solely by NBC Universal Network & Cable Properties.

8. Commercial assets will be PURGED from all systems, **90 days** from last air date or after **90 days** if it never aired from the received date.

**\*\*\*Purge Request Notification:** If for any reason you as an advertiser feel the need to have a commercial removed or purged out of NBCU library please send the notification to the appropriate Network DL listed on pages 1 or 2. Please be advised that NBC Universal has one central library for all its TV and Cable Networks therefore purging content for one network removes availability for all other NBC Universal TV and Cable Networks.

In the event that a commercial cannot air due to legal reasons and must be pulled off air immediately, please notify the appropriate Network contact by email and by phone.

**BILLBOARDS:**

**Billboards are subject to review by NBC Ad Standards, please note the following:**

- All claims must be supported. Claims requiring additional qualification are unacceptable.
- Sell-copy (e.g., prices, sales, etc.) is generally unacceptable, with the exception of slogans that have been well-established in the sponsors' commercials.
- Billboards may not reference more than one sponsor, cross-reference other television programs, or mention contests, sweepstakes, offers (including prices), and promotional teasers.
- Billboards may reference: (1) websites, only if they are exclusively owned by the sponsor of the billboard, and (2) hashtags, only if they originate with the advertiser. Websites that include backslashes are only permissible in the video of a billboard.
- All billboards must be submitted to the appropriate NBC Sales Operations department for technical approval (i.e. length, format, etc.).
- NBC Sports (broadcast only) accepts :05 (five second) billboards. (This is defined as 8-10 words maximum)

**STATIC BILLBOARD FORMAT INSTRUCTIONS**

- Our preferred file format is Illustrator .eps or .ai **with vector outlines in RGB color format**, giving us the ability to size the logo as needed.
- We will also accept **RGB-based** PSD, PNG, TIFF or TARGA files. The canvas size should be at least **900 x 600, 72 dpi** - with the logo full in that canvas (no excessive white space). The logo should be placed over your preferred background. We will take that full logo and put it in our billboard frame that is then keyed over a scenic or wide shot from the event.

**ANIMATED BILLBOARD FORMAT INSTRUCTIONS**

**File specs:**

- QuickTime .MOV format
- ProRes422 (non-keyable), ProRes4444 (keyable)
- Our HD standard: 16x9 format, 1080i/29.97 (1920 x 1080 square pixel)
- Millions of Colors

**The following vendors are the ONLY means of animated billboard delivery for Broadcast & Cable:**

|            | <b><u>Ad Stream/Javelin</u></b> | <b><u>Comcast Ad Delivery</u></b> | <b><u>Extreme Reach</u></b> | <b><u>On the Spot Media</u></b> | <b><u>Synchro Media Svcs</u></b> | <b><u>Yangaroo</u></b> |
|------------|---------------------------------|-----------------------------------|-----------------------------|---------------------------------|----------------------------------|------------------------|
| <b>NBC</b> | NBCTVOLYBB                      | NBC                               | NBC Television Network      | NBCTVOLYBB                      | NBC TV Network                   | NBC Television Network |

## **Billboard Delivery and Deadlines:**

Billboard audio copy, static logos and audio/visual codes for animated billboards must be emailed to:

[Olympicbillboards@nbcuni.com](mailto:Olympicbillboards@nbcuni.com) by July 7<sup>TH</sup>, 2021.

Please include the following information with your animated billboard trafficking:

- AD-ID for audio and visual
- Vendor name of electronic delivery

Each email must have the client's name and product in the subject line. Each static logo emailed must be clearly marked with an AD-ID for both logo and script. Script copy should have the same copy as the logo, but if that is not possible, then billboard script copy must be clearly identified with separate AD-ID.

**\*Please note: any billboard copy which exceeds :05 in length (8-10 words) will be rejected by NBC Sales Operations and need to be revised.**