



September 2021

The following pages will outline the commercial integration procedures for air during Super Bowl LVI on NBC, Sunday February 13<sup>th</sup>, 2022.

**Sales Operations Contacts:**

NBC Sales Operations  
Lana Reimer Vogel  
Lana.Reimer@nbcuni.com

Traffic instructions for Super Bowl LVI must be emailed to: NBC Sports.  
[nbcnetworksportscommercialinstructions@nbcuni.com](mailto:nbcnetworksportscommercialinstructions@nbcuni.com)

Traffic must include the following:

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

**The deadline for traffic instructions is Monday, February 7, 2022.**

**\*\*NBCU requires that ALL Super Bowl Advertisers register and utilize Ad-ID\*\***

**Contact Information:**



- Clients should contact Ad-ID customer service at [cs@ad-id.org](mailto:cs@ad-id.org) for immediate assistance with onboarding, process, and pricing.
- Ad-ID and NBCUniversal will provide support and documentation in the onboarding process.

# NBCUNIVERSAL ADVERTISING STANDARDS

NBC and Telemundo Broadcast Networks & NBCU Digital Properties

<https://www.nbcstandards.com/>

**GENERAL: The following procedures apply to the clearance of advertisements airing on the NBC and Telemundo broadcast networks & NBCU Digital properties.**

**SUBMISSION OF MATERIALS:** There are three ways to submit clearance materials to the NBC and Telemundo Advertising Standards Departments (“NBCU”) for review:

1. Upload materials to [www.nbcstandards.com](https://www.nbcstandards.com/);
2. Submit materials through MediaQurator; or
3. Submit materials through MediaVu.

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.

**PRE-PRODUCTION REVIEW:** Prior to production, advertisers should submit a script or storyboard of the proposed advertisement to NBCU. NBCU 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 and Telemundo’s internal guidelines, standards and policies. After reviewing the submitted materials, NBCU may approve the script or storyboard, request additional information, require modifications to the advertisement, or deem the advertisement not acceptable for air.

**The deadline for submitting pre-production materials is Monday, December 13<sup>th</sup>.**

**ROUGH CUT REVIEW:** Advertisers must 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](https://www.nbcstandards.com/), attach as “related documents”.) If you are responding to an editor’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 editor via [www.nbcstandards.com](https://www.nbcstandards.com/), MediaVu, or MediaQurator.

**FINAL APPROVAL:** All final advertisements must be slated with a unique AdID, a title, and the length of the advertisement, and submitted via one of the above submission methods. NBCU 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 clearance materials to Advertising Standards for the Super Bowl is Monday, February 7, 2022 at 9am ET.**

## NBC Broadcast Staff List:

CONTACT	TITLE	EMAIL
Ajala, Mary (MA)	Associate Editor	<a href="mailto:Mary.Ajala@nbcuni.com">Mary.Ajala@nbcuni.com</a>
Asare, Jennifer (JA)	Vice President	<a href="mailto:Jennifer.Asare@nbcuni.com">Jennifer.Asare@nbcuni.com</a>
Baynes, Rina (RBAY)	EC Coordinator	<a href="mailto:Rina.Baynes@nbcuni.com">Rina.Baynes@nbcuni.com</a>
Buchanan, Rachel (RB)	Manager	<a href="mailto:Rachel.Buchanan@nbcuni.com">Rachel.Buchanan@nbcuni.com</a>
Chan Giambrone, Melissa (MCG)	Director	<a href="mailto:Melissa.Chan@nbcuni.com">Melissa.Chan@nbcuni.com</a>
Cheever, John (JC)	Editor	<a href="mailto:John.Cheever@nbcuni.com">John.Cheever@nbcuni.com</a>
Herder, Caitlin (CH)	Director	On Leave
Loria, Jessica (JLO)	Manager	<a href="mailto:Jessica.Loria@nbcuni.com">Jessica.Loria@nbcuni.com</a>
Oriji, Ndidi (NO)	Senior Vice President	<a href="mailto:Ndidi.Oriji@nbcuni.com">Ndidi.Oriji@nbcuni.com</a>
Pernia, Marjorie (MP)	Research Editor	<a href="mailto:Marjorie.Pernia@nbcuni.com">Marjorie.Pernia@nbcuni.com</a>
Samidan, Shamico (SS)	Editor	<a href="mailto:Shamico.Samidan@nbcuni.com">Shamico.Samidan@nbcuni.com</a>
Smith, Eileen (ES)	Editor	<a href="mailto:Eileen.Smith@nbcuni.com">Eileen.Smith@nbcuni.com</a>
Tunis, Kathryn (KT)	Director	<a href="mailto:Kathryn.Tunis@nbcuni.com">Kathryn.Tunis@nbcuni.com</a>
Williams, Mike (MW)	Sr. Manager	<a href="mailto:Michael.Williams2@nbcuni.com">Michael.Williams2@nbcuni.com</a>

## Telemundo Broadcast Staff List:

Alonso, Yelaine	Sr. Manager	<a href="mailto:Yelaine.Alonso@nbcuni.com">Yelaine.Alonso@nbcuni.com</a>
Ramos, Eunice	Associate Editor	<a href="mailto:Eunice.Ramos@nbcuni.com">Eunice.Ramos@nbcuni.com</a>
Rivera, Edwin	Director	<a href="mailto:Edwin.Rivera@nbcuni.com">Edwin.Rivera@nbcuni.com</a>
Rivero, Patricia	Sr. Manager	<a href="mailto:Patricia.Rivero@nbcuni.com">Patricia.Rivero@nbcuni.com</a>

## NBC BROADCAST CATEGORY LIST BY EDITOR – AUGUST 2021

CATEGORY	EDITOR	BACKUP	2 <sup>ND</sup> BACKUP
Online Retailers & Online Services	MA	JLO	MCG
Restaurants	MA	RB	JC
Skin Care	MA	KT	MP
Movies (Rated PG-13 & R)*	JA	JC	RB
Travel & Tourism	JA	ES	SS
Corporate, Organizations & Institutions	RB	JA	JLO
Food	RB	MCG	MW
Hair Care & Hair Removal	RB	KT	SS
Toys	RB	MP	JA
Automobiles, Auto Accessories, & Auto Retail	MCG	MP	MW
Cable, Satellite & Internet Providers	MCG	MW	KT
Office Supplies & Office Retail	MCG	MA	SS
Real Estate	MCG	ES	JC
Shipping Services	MCG	JC	JLO
Candies, Snacks & Gum	JC	JLO	RB
Department Store & Retail	JC	RB	ES
Eye, Ear & Dental	JC	ES	KT
Movies (Rated G, PG & All Disney / Disney Plus)	JC	SS	JA
Billboards	JLO	MCG	JA
Clothing, Jewelry, Luggage & Shoes	JLO	JC	ES
Movies (Rated PG-13 & R for all other studios)**	JLO	RB	MW
Oil & Gas	JLO	JA	KT
Paper Products & Plastic Bags	JLO	MP	RB
Dietary Supplements & Homeopathic Remedies	MP	SS	JLO
Non-Alcoholic Beverages	MP	JLO	RB
Personal Products & Contraceptives	MP	KT	MCG
Publications	MP	JA	KT
Services (e.g. Delivery & In-home Services)	MP	MW	MA
Electronics	SS	ES	JA
Finance	SS	JC	MW
Medical Devices & Pregnancy Tests	SS	JA	MP
Television Shows (Linear & Streaming)	SS	KT	JC
Weight Loss	SS	MW	MCG
Appliances & Housewares	ES	MA	JC
Baby Products	ES	MCG	JLO
Home Improvement & Gardening	ES	RB	JA
Insurance	ES	SS	MA
Medications (OTC & RX), Medical Procedures & Telemedicine Platforms	ES	MP	MCG
Pet Products & Pet Retail	ES	MW	MP
Alcohol	KT	MW	RB
Controversial Issues & Political Advertisements	KT	RB	JLO
Cosmetics & Fragrances	KT	SS	MCG
Video Games	KT	JA	MW
Cleaning & Laundry Products	MW	MP	KT
Computers	MW	JLO	SS
Gambling	MW	MCG	JA
Music	MW	KT	ES
Phones	MW	SS	JC
Sporting Goods	MW	ES	RB

\* Warner Brothers Pictures, Sony Pictures and Paramount Pictures.

\*\*Fox Entertainment, Universal Pictures and all other studios not listed in \* above

## **COMMERCIAL DELIVERY GUIDELINES**

### **Website for updated information: [nbcuni.force.com/commops](http://nbcuni.force.com/commops)**

NBC Universal requires all suppliers to utilize electronic delivery to ensure the most timely and accurate commercial processing. NBC Universal requires file based commercial content delivery from the vendors below. NBCUniversal does not accept ftp delivery of commercial content.

To arrange for a file-based delivery please contact:

<b>Vendor Name</b>	<b>Telephone</b>	<b>Website/Email / Upload Specs URL</b>
Adstream	877. 851. 1786	<a href="mailto:support.javelindelivers@adstream.com">support.javelindelivers@adstream.com</a>
Comcast Ad Delivery	855. 858.1942	<a href="http://www.comcasttechnologysolutions.com">www.comcasttechnologysolutions.com</a> <a href="https://support.comcasttechnologysolutions.com/ad-delivery?topics=381">https://support.comcasttechnologysolutions.com/ad-delivery?topics=381</a>
Extreme Reach	877. 769. 9382	<a href="mailto:support@extremereach.com">support@extremereach.com</a> <a href="https://app.extremereach.com/Content/ExtremeReachMasterFileSpecifications.pdf">https://app.extremereach.com/Content/ExtremeReachMasterFileSpecifications.pdf</a>
On the Spot Media	855. 855. 6876	<a href="https://www.onthespotmedia.com/OTSMspecs">https://www.onthespotmedia.com/OTSMspecs</a>
Spotgenie	888. 202. 1631	<a href="http://static.spotgenie.com/specsheet/">http://static.spotgenie.com/specsheet/</a>
Syncro Media Scvs	212 .273. 0500	<a href="http://www.syncroservices.com/upload">www.syncroservices.com/upload</a>
Yangaroo	866. 992. 9902	<a href="https://yangaroo.com/guidelines/">https://yangaroo.com/guidelines/</a>

For all Super Bowl 56 commercial deliveries, please use the NBC Television Network as your delivery destination for all content. Here is a quick reference of our vendors and their destination names.

<b>Vendor</b>	<b>Delivery Destination Name</b>
Adstream	NBC
Comcast Ad Delivery	NBC
Extreme Reach	NBC Television Network
On the Spot Media	NBC UNIVERSAL NETWORKH
Spotgenie	NBCNET
Syncro Media Services	NBC TV Network
Yangaroo	NBC Television Network

**NBC Universal recommends that Super Bowl 56 commercials be delivered with Closed Captioning (CC) and Video Descriptive Service (VDS) also referred to as Audio descriptive. For specific technical requirements please consult your file-based delivery vendor.**

#### **Commercial Guidelines:**

- NBCUniversal requires digital/file-based delivery of commercial content from the above suppliers
- HD Commercials must have "H" on suffix i.e., **ABCD1234H**
- DVD or emailed file formats (such as .wvm) are not accepted for broadcast
- 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.

**The deadline for electronic commercial delivery for the Super Bowl is Monday, February 7, 2022.**

## **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:

**[Sportsbillboards@nbcuni.com](mailto:Sportsbillboards@nbcuni.com) by Monday, January 31, 2022.**

Please include the following information with your animated billboard trafficking:

- Ad-ID code for audio and visual
- Vendor name of electronic delivery

Each email must have the client's name/brand in the subject line. Each static logo emailed must be clearly marked with an Ad-ID code for both logo and script.

**Please note: Any billboard which exceeds :05 in length may be rejected by NBC Sales Operations and need to be revised. Five second copy is defined as 8-10 words maximum.**

