

NBCUniversal

# LINEAR COMMERCIAL GUIDELINES

NOVEMBER 2023



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## NBC Network Key

Bravo (Cable)
CNBC (Cable)
CNBCWorld (Cable)
E! (Cable)
Golf (Cable)
Golf Entitlements (included with All/Cable)
MSNBC (Cable)
NBC Entertainment (NBC TV Broadcast)
NBC News (NBC TV Broadcast)
NBC Sports (NBC TV Broadcast)
Oxygen (Cable)
SYFY (Cable)
Syndication (Broadcast)
TMYK Block (Broadcast) (Part of Syndication group)
Telemundo (Broadcast)
Universo (Cable) (Can accept English ads)
Universal Kids (Cable)
USA (Cable)

For complete Advertising Standards Procedures, Editor List and Guidelines, please go to the Standards and Clearance sections at:  
<https://www.nbcstandards.com/>

# Commercial Guidelines

## Digital Commercial Delivery and Specifications:

- Suppliers must utilize digital distribution for the delivery of commercial content.
- FTP delivery of commercial content is not accepted.
- Delivery of file-based content is accepted only from the pre-approved vendors listed below.
- NBCUniversal requires digital/file-based delivery of commercial content from the below suppliers.
- The process of submitting a spot is as follows:
  - Create an account with one of the vendors listed below.
  - Upload your spot(s) to that vendor using their required specifications.
  - Once your spot(s) has passed their internal QC process, submit an "Order for delivery" and select the appropriate network, or Englewood Cliffs as the delivery location.
- HD Commercials must have "H" on suffix i.e., ABCD1234H
- SD Commercial ISCI Codes cannot end in the letter "H".
- DVD or emailed file formats (such as .wvm) are not accepted for broadcast.
- All material must use SMPTE "drop-frame" time code.
- Video Description Service (VDS): To help advertisers reach the largest possible audience NBCUniversal accepts commercial content with Closed Captioning and Video Description Service (VDS) also referred to as Audio Descriptive. For specific technical instructions please consult your delivery vendor.  
(For questions about technical specifications or how to upload or place an order for delivery of a commercial asset, please consult your vendor)

<u>Approved Electronic Delivery Contacts</u>	<u>Phone Number</u>	<u>Email or Website</u>
Comcast Ad Delivery	855-858-1942	<a href="http://www.comcasttechnologysolutions.com">www.comcasttechnologysolutions.com</a>
Extreme Reach	877-769-9382	<a href="mailto:support@extremereach.com">support@extremereach.com</a>
On The Spot Media	855-855-6876	<a href="mailto:sales@onthespotmedia.com">sales@onthespotmedia.com</a>
Spotgenie	888-202-1631	<a href="mailto:sales@spotgenie.com">sales@spotgenie.com</a>
Yangaroo	866-992-9902	<a href="mailto:adsupport@dmds.com">adsupport@dmds.com</a>

# Commercial Guidelines

## AD-ID

- NBCUniversal requires a commercial AD-ID for commercial delivery and commercial instructions.
- There is a limitation of 15 characters for all Ad-ID's.
- Ad-ID is the industry standard for identifying advertising assets.
- For more information on obtaining an Ad-ID code, please contact:

Ad-ID Customer Service  
155 East 44<sup>th</sup> Street (3<sup>rd</sup> Floor)  
New York, NY 10017  
Phone: 646-259-4171  
Email: [cs@ad-id.org](mailto:cs@ad-id.org)  
Website: [www.ad-id.org](http://www.ad-id.org)

## Commercial Airings

- 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.

## Placement of Commercial Spots

- The placement and designation of commercial positioning shall be determined solely by NBCUniversal Network & Cable Properties.

## Closed Captioning

- If provided, is to be recorded on Field 1, Line 21 on CC1 in compliance with the EIA 608 standard. Except for the use of CCI for closed-captioning, commercials for air may not contain any data embedded into or encoded onto the commercial audio or video without the prior written consent of NBCUniversal. Agency and/or Advertiser must notify NBCUniversal, reasonably in advance, of the existence, of said content on any commercial. Follow the FCC rules at: <https://www.ecfr.gov/current/title-47/chapter-I/subchapter-C/part-79/subpart-A/section-79.1>

# Commercial Guidelines

## 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.

Questions concerning application of the rule should be directed to:

- Ndidi Oriji ([ndidi.oriiji@nbcuni.com](mailto:ndidi.oriiji@nbcuni.com)) + Margaret Tobey ([margaret.tobey@nbcuni.com](mailto:margaret.tobey@nbcuni.com))

## One Commercial File for Delivery

- NBCUniversal requires that only one file of a commercial file be electronically delivered to Englewood Cliffs, NJ at least 5 working days before the first scheduled airdate.

For spots bought on a rotating basis, i.e., Monday through Friday, you must consider the first day in the rotation as the effective airdate.

- Packages should be addressed to all networks in which it will air.

## HD + SD Specifications

- Only native HD commercials should end with an "H". For NBC Universal, the "H" at the end of the Ad-ID indicates that it is a native HD commercial.
- The Ad-ID for SD commercials cannot end with an "H".

# Commercial Guidelines

## Audio Specifications

- Suppliers are encouraged to review the Advanced Television Systems Committee's (ATSC) Recommended Practice, A/85: "Techniques for Establishing and Maintaining Audio Loudness for Digital Television" for specific information on creating, measuring and distributing audio for DTV. See <http://www.atsc.org>
- Content providers are required to mix and supply stereo LT RT 2-channel soundtracks.
- Commercial Providers (short form content): provide a measured AVERAGE of -24 LKFS\* (+/-2 dB) of the full program mix (not only dialog) of the soundtrack.
- Use an ITU-R.BS.1770 based broadcast loudness meter for measurement. Minor variation of +/- 2dB about the -24 LKFS loudness average is anticipated and acceptable.
- Content loudness is not to be targeted to the high and low side of this range.
- All delivered content will be loudness normalized to meet this requirement, if necessary, this process shifts average loudness to -24LKFS with no impact to dynamic range. Content delivered softer than Telemundo's -24LKFS average loudness specification will be loudness normalized to a maximum specification of -24LKFS -2/peak. Delivered peak level of soft content may restrict normalization up to the -24LKFS target.
- NBCUniversal strongly encourages you to audition your content at the -24LKFS average dialog loudness.
- A tight tolerance surrounding the -24LKFS average is especially critical at the start and end of content or segments to establish smooth program to commercial transitions.
- Average soundtrack loudness of -24 LKFS, matching the Telemundo's default dialog level metadata is critical for proper operation of the dynamic range control system used for ATSC AC-3 audio.
- Dialogue intelligibility is extremely important and is to be established and maintained for the duration of the content.
- Use of a low frequency enhancement channel (LFE) is encouraged when considered appropriate by the sound designer. Some portion of the LFE signal should be mixed into the left and right channels to maintain the appropriate presence of this signal.
- NBCUniversal will author the audio metadata required for ATSC digital television transmissions. See section 2.5 for default metadata
- Peak Limiting of 2-channel only soundtracks: Limit to -2 dBFS.



# Commercial Guidelines

## Commercial and Billboard Compliance

- All commercials and billboards must conform to the public and industry advertising standards and to the programming and operating policies of NBCUniversal.
- Commercials and billboards must comply with NBCUniversal's technical standards.
- In no event shall NBCUniversal be liable for the contents of a commercial in its telecast.
- Billboard materials are needed (10) days prior to air date.
- Golf Entitlement billboards can be emailed to Corbet Ripley at [Corbett.ripley@nbcuni.com](mailto:Corbett.ripley@nbcuni.com)

## Watermarking and Tracking Technologies

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

## Purging of Commercial Materials

- 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.
- Commercial assets are not returnable.
- If for any reason you as an advertiser feel the need to have a commercial removed or purged out of NBCUniversal library, please send the notification to the appropriate contact for each Network.
- Please be advised that NBCUniversal has one central library for all its TV and Cable Networks therefore purging content for one Network removes availability for all other NBCUniversal TV and Cable Networks.
- If a commercial cannot air due to legal reasons and must be pulled off the air immediately, please notify the appropriate Network contact by email and by phone.

# Commercial Guidelines: Syndication + TMYK Block

## Syndication Programs needing Ad Standards approval for any necessary cable categories:

- Kelly Clarkson + Chicago PD + Law & Order Weekly + Law & Order Strip + Dateline Weekly + Dateline Strip

## Integration Deadlines

- Tuesday prior to week of air for all shows.

## TMYK Block Destinations and Electronic Delivery Vendor Information

- See the Commercial Guidelines and Advertising Standards and Clearance slides (All(except Telemundo)) for the TMYK Block.

<u>Program</u>	<u>Destinations:</u> (Send to all if multiple Listed)	<u>Electronic Delivery Vendor Information</u>
Access Hollywood M-F (Strip)	Access Hollywood	Yangaroo + Comcast + Extreme Reach + Javelin-ER SYN
Access Hollywood (Wknd)	Access Hollywood	Yangaroo + Comcast + Extreme Reach + Javelin-ER SYN
Kelly Clarkson	ER LA Syndication Services	Extreme Reach + Comcast + On The Spot Media + Javelin-ER SYN
	NBCU MOC: Englewood Cliffs Facility	Yangaroo + SpotGenie + On The Spot Media + Extreme Reach + Javelin-ER SYN
Chicago Fire Weekly	ER LA Syndication Services	ER-ER LA Syndication Services + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
	PMI	All certified electronic delivery vendors accepted
Chicago PD Weekly	ER LA Syndication Services	ER-ER LA Syndication Services + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
	NBCU MOC: Englewood Cliffs Facility	Yangaroo + SpotGenie + On The Spot Media + Extreme Reach + Javelin-ER SYN
	PMI	All certified electronic delivery vendors accepted
Jerry Springer	PMI	All certified electronic delivery vendors accepted
Maury Povich	PMI	All certified electronic delivery vendors accepted



# Commercial Guidelines: Syndication + TMYK Block

<u>Program</u>	<u>Destinations:</u> (Send to all if multiple Listed)	<u>Electronic Delivery Vendor Information</u>
Law & Order: SVU Strip	ER LA Syndication Services	ER-ER LA Syndication Services + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
	NBCU MOC: Englewood Cliffs Facility	Yangaroo + SpotGenie + On The Spot Media + Extreme Reach + Javelin-ER SYN
	PMI	All certified electronic delivery vendors accepted
Law & Order: SVU Weekly	ER LA Syndication Services	ER-ER LA Syndication Services + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
	NBCU MOC: Englewood Cliffs Facility	Yangaroo + SpotGenie + Synchro Services + On The Spot Media + Extreme Reach + Javelin-ER SYN
Karamo	ER NY Syndication Services	Comcast + On the Spot Media + Javelin-ER SYN
Animal Adventure /Animal Exploration	ER LA Syndication Services	ER-ER LA Syndication Services + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
Dateline Strip & Weekly	ER LA Syndication Services	ER-ER LA Syndication Services + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
	NBCU MOC: Englewood Cliffs Facility	Yangaroo + SpotGenie + On The Spot Media + Extreme Reach + Javelin-ER SYN
	PMI	All certified electronic delivery vendors accepted
Open House	PMI	All certified electronic delivery vendors accepted
Murdoch Mysteries	ER LA Syndication Services	ER-ER LA Syndication Services + + Comcast-ER Los Angeles + Yangaroo + MynetworkTV + Javelin-ER SYN
	Yangaroo.com	All certified electronic delivery vendors accepted
Steve Wilkos	ER NY Syndication Services	Comcast + On the Spot Media + Javelin-ER SYN
	PMI	All certified electronic delivery vendors accepted

# Advertising Standards and Clearance

## Ad Standards Information

- Advertising Standards must review and approve commercials in the following seven categories before they can air (listed to the right).
- Advertising Standards will request substantiation for all claims and authentication of all demonstrations and testimonial statements, as applicable.
- After reviewing the submitted materials for compliance with governmental laws and regulations, including the rules of the Federal Trade Commission (FTC), the Federal Drug Administration (FDA), and NBCUniversal's internal guidelines, standards, and policies, Advertising Standards may approve the script or storyboard, request additional information, require modifications to the advertisement, or deem the advertisement unacceptable for air on the NBCUniversal properties.
- Ads should be submitted via:  
MediaVu, MediaQurator, or <https://www.nbcstandards.com>

## NBC TV Broadcast (All Spots need approval)

- Advertising Standards must review and approve all commercials prior to air.
- See the Advertising Standards website: <https://www.nbcstandards.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.

<u>Category</u>
CBD Products (Topical, Non-Ingestible)
Controversial Issues & Political
Dietary Supplements
Fantasy Sports
Gambling, Betting, Lotteries, and Games of Chance
Homeopathic Remedies
Weight Loss Supplements & Programs

# Advertising Standards and Clearance

## Bravo, Oxygen, SYFY & USA (Cable)

- Advertising Standards must review and approve commercials in the following five categories before they can air (listed to the right).
- All final advertisements must be slated with a unique AD-ID code, a title, and the length of the advertisement.
- The creative must be submitted via one of the submission methods.
- Advertising Standards must review every creative in the five categories, even if only minor changes are made to previously approved advertisements.
- This includes changes to 1-800 numbers or website addresses.
- Advertising Standards cannot give final approval to unslated advertisements.
- For more details, please see:
  - The Ad Standards and Clearance section: <http://nbcuni.force.com/commops>
  - The Advertising Standards website: <https://www.nbcstandards.com/>

## Universal Kids (Cable)

- All final advertisements must be slated with a unique Ad-ID code, a title, and the length of the advertisement.
- The creative must be submitted for reviews via:
  - MediaVu, MediaQurator, or via email: [ukids.adstandards@nbcuni.com](mailto:ukids.adstandards@nbcuni.com)
- Allow at least 3 business days for review of any items submitted for clearance.

<u>Category</u>
Competitive Linear TV & Streaming Services
Hard Alcohol
Movies: Rated PG-13 and R
Personal Products
Video Games: Rated M

# Advertising Standards and Clearance: Telemundo

## Submission Process

- All ads airing on Telemundo must be submitted for review.
- Submit clearance materials to Telemundo for Advertising Standards review and must be submitted one of the following methods.
  - 1) Upload your materials through Advertising Standards website: <https://www.nbcstandards.com>
  - 2) Submit your materials through MediaVu
- Both creative and instructions must be delivered a minimum of 3-5 business days before scheduled air date.
- Commercial assets will be PURGED from all systems 90 days from last air date or after 90 days if it not airing from the received date.
- Commercial assets are not returnable.
- Advertising agencies are to submit all required materials such as Scripts, Storyboards with Substantiations for any claims, Affidavits for testimonial with all Preliminary, Rough-cuts and Final Approvals materials to the [telemundo.nbcuadstandards.com](http://telemundo.nbcuadstandards.com) using Media Vu or Media Curator web portal.
- Refer to the Uploading Material section within the Advertising Standards User guide found in the Submit Materials tab of the web-portal.
- NBCUniversal will then follow up and email pending materials for Ad Compliance review including the Advertising agency, Sales and Ad Compliance.
- After materials have been review by Ad Compliance, Ad Compliance will then respond to the email if materials are approved or if more supporting documentation is required
- If material is approved, then agency can schedule approved ISCI on instructions.
- Telemundo reserves the right to render final determination of “acceptance for air” based upon viewing the final version of the produced commercial.  
(Please contact Telemundo Ad Compliance Department within the [telemundo.nbcuadstandards.com](http://telemundo.nbcuadstandards.com) web-portal regarding compliance approval issue)
- Refer to the Standards and Clearance sections at this link for more information: <http://www.nbcstandards.com/>

# Traffic Instruction Guidelines

- All commercial instructions must include agency, agency contact, advertiser, network, flight, brand, Ad-ID and length.
- If it is a revision, it must be clearly marked with the word “revision” and the revision number. All revisions should indicate what was changed from the prior instructions and the effective date.
- All other information will be ignored and is not binding.
- Please note that the Ad-ID for SD commercials cannot end with an “H”. For NBC Universal, the “H” at the end of the Ad-ID indicates that it is an HD commercial.
- If the SD version of a commercial has the following Ad-ID ABCD1234 the HD version of the commercial should have the exact same Ad-ID with an H appended to the end of the Ad-ID code. No other designation for an HD spot is accepted.
- Please send all commercial instructions via e-mail and in document form (PDF or Excel) to the specific network traffic instruction email address.
- NBCUniversal has provided generic templates at this location: <http://nbcuni.force.com/commops>
- Body of email, Zip file, and/or link traffic instructions are not accepted.
- Do not send a Cover Page with traffic instructions.
- Do not send traffic instructions for Networks that are not in flight.
- NBCUniversal does not confirm the receipt and or implementation of commercial instructions.
- Copy will not air without proper traffic instructions.
- Send traffic instructions to each network individually if the traffic is different per network.
- All times listed will be entered using the Eastern Time zone regardless of time zones listed on the traffic instructions.

# Traffic Instruction Guidelines

## Traffic Instruction Type

### **Cable + Telemundo + Syndication**

- Blanket traffic instructions (ROS) are preferred.

### **NBC TV Broadcast**

- **Spot traffic instructions** with a valid Program/Show name are only accepted. Blanket traffic instructions (ROS) are not accepted.

## Revisions

### **Cable + Telemundo**

- All revisions to commercial instructions must be received no later than 3 pm EST, three (3) working days prior to air.
- All revisions must be clearly marked as “Revision” and include a revision number.
- Revisions will not be processed unless commercial tapes are in the Englewood Cliffs facility.
- NBCU does not confirm the receipt and or implementation of revised traffic instructions; please do not send confirmation requests.

### **NBC TV Broadcast**

- All revisions to commercial instructions must be received Monday through Friday, **no later than 3pm EST/EDT day-of-air** for programming airing that evening through 3pm the following afternoon.
- All revisions must be clearly marked as a “Revision” and include a revision number.
- Revisions must be called in as well as emailed.



# Traffic Instruction Email Addresses

<u>Network</u>	<u>Email Address</u>
Bravo	<a href="mailto:BravoCommercialInstructions@nbcuni.com">BravoCommercialInstructions@nbcuni.com</a>
CNBC	<a href="mailto:CNBCCommercialInstructions@nbcuni.com">CNBCCommercialInstructions@nbcuni.com</a>
CNBC World	<a href="mailto:CNBCWorldCommercialInstructions@nbcuni.com">CNBCWorldCommercialInstructions@nbcuni.com</a>
E! Entertainment	<a href="mailto:TrafficInstructionsE@nbcuni.com">TrafficInstructionsE@nbcuni.com</a>
Golf Channel	<a href="mailto:Golf.copy@nbcuni.com">Golf.copy@nbcuni.com</a>
MSNBC	<a href="mailto:MSNBCCommercialInstructions@nbcuni.com">MSNBCCommercialInstructions@nbcuni.com</a>
NBC Entertainment (Broadcast)	<a href="mailto:nbcnetworkcommercialinstructions@nbcuni.com">nbcnetworkcommercialinstructions@nbcuni.com</a>
NBC News (Broadcast)	<a href="mailto:nbcnetworknewscommercialinstructions@nbcuni.com">nbcnetworknewscommercialinstructions@nbcuni.com</a>
NBC Sports (Broadcast)	<a href="mailto:nbcnetworksportscommercialinstructions@nbcuni.com">nbcnetworksportscommercialinstructions@nbcuni.com</a>
Oxygen	<a href="mailto:oxygencommercialinstructions@nbcuni.com">oxygencommercialinstructions@nbcuni.com</a>
Syfy	<a href="mailto:syfycommercialinstructions@nbcuni.com">syfycommercialinstructions@nbcuni.com</a>
Syndication + TMYK Block (The More You Know)	<a href="mailto:TrafficSyndication@nbcuni.com">TrafficSyndication@nbcuni.com</a>
Telemundo	<a href="mailto:telemundo.instructions@nbcuni.com">telemundo.instructions@nbcuni.com</a>
Universal Kids	<a href="mailto:unikidscommercialinstructions@nbcuni.com">unikidscommercialinstructions@nbcuni.com</a>
Universo	<a href="mailto:nbcuniversoinstructions@nbcuni.com">nbcuniversoinstructions@nbcuni.com</a>
USA	<a href="mailto:usacommercialinstructions@nbcuni.com">usacommercialinstructions@nbcuni.com</a>

# Billboard Requirements

<u>Category</u>	<u>Requirements</u>
Alcohol	TTB Disclaimer in graphic
	Any form of a “Drink Responsibly” messaging in VO or Graphic
Tourism	Sponsor identification disclaimer: “Paid for By” or “Sponsored By” in graphic
Fantasy Sports + Sportsbooks	“Void where prohibited” disclaimer in graphic
Organizational & Charitable Appeals	Sponsor identification disclaimer: “Paid for By” or “Sponsored By” in graphic
	Brands may also include/mention a 501c3 organization as a secondary sponsor so long as they have a partnership to promote.
	Billboards referencing more than one sponsor outside of 501 ©3 partnerships are not permitted
Pharma	Pertinent prescribing information including dosage
	Black box drugs are not permitted in billboards
Movies	MPA rating in graphic
Video Games	ESRB rating in graphic
	Comparative claims (and all claims generally) must not require a qualifying disclaimer.
	Sell-copy (pricing, sales, etc.) is generally unacceptable-with the exception of slogans
	Billboards mentioning contests or sweepstakes are not permitted

## Billboards for networks not referenced in the Guidelines

- For any networks not referenced, reach out to your sales or marketing representative for the submission process.

# Billboard Guidelines: NBC Entertainment + NBC Sports

## Billboard and Advertising Standards Information

- All claims must be supported. Claims requiring additional qualification are unacceptable.
- Sell-copy (e.g., offers, pricing, sales, etc.) is generally unacceptable, except for slogans that have been well-established in the sponsors' commercials.
- Billboards may not reference more than one sponsor, cross-reference other television programs, contain QR codes, or mention contests, sweepstakes and promotional teasers.
- Gambling-related billboards must comply with all gambling laws, regulations, rules and guidelines.
- Billboards may reference websites, only if they are exclusively owned by the sponsor of the billboard.
- Billboards must be submitted to the appropriate NBCUniversal Marketing Team member for approval.
- **For NBC Sports**, assets should be emailed directly to the Marketing Team members listed below.
- VO & Graphic must be routed through Ad Standards prior to submission.
- All billboards will be put inside a “frame” with a background shot behind the clients’ logo.
- Clients should submit logos “tv safe, center screen”. (Our graphics department will size them to fit inside the frame)
- All BB assets must be submitted 3 weeks prior to air date via Monday.com form:
  - <https://forms.monday.com/forms/8c4f2c265c9f0ea83419137e46623ee3?r=use1>
    - Choose General Creative for the request type and then Billboards
    - Required assets: Logo (animated or static) & :05 VO recording
    - If client requires specific color – style guide must also be included in submission

<u>Sporting Event</u>	<u>Contact Name</u>	<u>Contact Email</u>
BIG 10 Football/Notre Dame	Danielle Morelli	<a href="mailto:danielle.morelli@nbcuni.com">danielle.morelli@nbcuni.com</a>
Horse Racing	Caroline Deakin	<a href="mailto:caroline.deakin@nbcuni.com">caroline.deakin@nbcuni.com</a>
FNIA/SNF/USFL	Meredith Borkowski	<a href="mailto:meredith.borkowski@nbcuni.com">meredith.borkowski@nbcuni.com</a>
IndyCar	Allie Kelley	<a href="mailto:allie.kelley@nbcuni.com">allie.kelley@nbcuni.com</a>
Nascar	Liana Werner	<a href="mailto:liana.werner@nbcuni.com">liana.werner@nbcuni.com</a>

# Billboard Guidelines: NBC Entertainment + NBC Sports

## Accepted Billboard Types

### ▪ Static Logos

- Our preferred file format is Illustrator .eps or .ai with vector outlines giving us the ability to size the logo as needed.
- We will also accept psd, 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.
- Delivery codes by vendor below.

### ▪ Animated Logos

- HD QuickTime format (.mov) via FTP or another downloadable digital link.
- Must be 1980 x 1080 pixel at 29.97FPS.
- Length should be :05 seconds and be 10 words or less.
- Animated Billboards should be delivered at least three weeks in advance of airdate.
- All animated billboards are to be delivered silent.
- Delivery codes by vendor below.

Vendor	Extreme Reach	Yangaroo	Comcast Ad Delivery
Destination Name	NBC Sports Animated Billboards (HD Only)	NBC Television Network	NBC Billboards (Sports)
Destination Code			

# Billboard Guidelines: Cable News

## General Information for Cable News

- Cable News must receive artwork for billboards fourteen (14) business days prior to air.
- Logo artwork should be sent via e-mail to: [portfolio.billboards@nbcuni.com](mailto:portfolio.billboards@nbcuni.com)

## Accepted Billboard Types

### ▪ Static Logos

- Accepted files types: 72dpi and can be .png or .eps files with embedded alphas (if applicable). EPS files are preferred.
- Video settings: 1920 x 1080 pixels for HD logos.
- Slides are not acceptable.

### ▪ Animated Logos

- Accepted file types: .mov or .mp4
- Video settings: 1920 x 1080
- Codec: Apple Pro Res, H264, or animation.
- Frame rate: 29.97 preferred (23.98 acceptable).

## Voiceover Copy

- A CNBC/MSNBC announcer will read the copy.
- NBCUniversal reserves the right to change any announcer copy it deems too long or inappropriate for any reason.
- Total length of billboard copy cannot exceed :05 seconds in length for a :07 billboard and :08 seconds in length for a :10 billboard.  
Note: One second of pad time on both ends is required for the billboard to air properly.
- This does NOT translate into :05 or :08 seconds for the advertiser's name and tagline alone. All billboards' VO's are made up of the following components:
  - Sponsorship Billboards: Editorial franchise followed by the advertiser's name and tagline (if desired).
  - Volume Billboards: Name of Business Day show or "This CNBC/MSNBC program..." followed by the advertiser's name and tagline (if desired).

# CNBC Billboard Ticker Guidelines

- Ticker artwork must be received 14 days prior to air.
- Logo artwork should be sent via email to: [cnbctickerconfirmations@nbcuni.com](mailto:cnbctickerconfirmations@nbcuni.com)
- Animated Logo dimensions (pixels): 1045 (width) x 155 (height) in RGB mode.
- Static Logo dimensions (pixels): 1045 (width) x 155 (height) in jpg, png, or EPS files.
- The submitted logo will be composite inside a green area of the banner provided by the CNBC graphic team.
- There is a layer named “matte” within the Photoshop document that defines the area to use (internally managed by CNBC editing team).
- The duration of the ticker must be 10 seconds.
- Your animation should leave time for the appropriate amount of hold after the logo resolve.
- The final product will be rendered as a QuickTime movie.
- Allow a minimum of 1 week to receive a proof mockup after client provided materials are sent to NBCUniversal.
- Static logo proofs: A JPG will be provided.
- Animated logo proofs: An .MP4 will be provided.
- See below for an example of exact ticker sponsor placement and a final rendered version

**Before:**



**After:**





# Paid Programming Policies and Requirements

<u>NBCUniversal Approved Paid Programming Electronic Delivery Contacts</u>	<u>Phone Number</u>	<u>Email or Website</u>
Comcast Ad Delivery	855-858-1942	<a href="http://www.comcasttechnologysolutions.com">www.comcasttechnologysolutions.com</a>
Extreme Reach	877-769-9382	<a href="mailto:support@extremereach.com">support@extremereach.com</a>
On The Spot Media	855-855-6876	<a href="mailto:sales@onthespotmedia.com">sales@onthespotmedia.com</a>
Spotgenie	888-202-1631	<a href="mailto:sales@spotgenie.com">sales@spotgenie.com</a>
Yangaroo	866-992-9902	<a href="mailto:adsupport@dmds.com">adsupport@dmds.com</a>

## General Information

- Only digital assets are accepted.
- All files must be delivered to Englewood Cliffs, NJ at least 5 working days before scheduled airdate.
- Each paid program must be clearly identified by a unique ISCI/AD-ID.
- The ISCI code used on the traffic instructions must match to the ISCI/File name of the electronically delivered Paid program file.
- 800#'s cannot be accepted as the Paid Program Identifier/File name. Any paid program content delivered with an 800# as the unique identifier/file name will be rejected.
- Durations: A TRT of 27:30 duration for a 30-minute program and a TRT of 57:30 for a 60-minute program.
- **Closed captioning** is mandatory.
- **SD** – Closed Caption is to be recorded on Field 1, Line 21 on CC1 in compliance with the EIA 608 standard.
- **HD** - Closed Caption encoding shall be carried as EIA/CEA-608 data in accordance with EIA/CEA 708 (Digital Television Closed Captioning) and SMPTE 334M.
- Except for the use of CCI for closed-captioning, paid programs for air may not contain any data embedded into or encoded onto the program audio or video without the prior written consent of NBCUniversal.
- Agency and/or Advertiser must notify NBCUniversal reasonably in advance of the existence of said content on any paid programs.
- Follow the FCC rules at: <https://www.ecfr.gov/current/title-47/chapter-1/subchapter-C/part-79/subpart-A/section-79.1>

# Log Closing Schedule

## Non-Holiday

<u>Day of Week</u>	<u>Log(s) Closing on that Day</u>
Monday	Wednesday
Tuesday	Thursday
Wednesday	Friday
Thursday	Saturday + Sunday
Friday	Monday + Tuesday

# Accelerated Log Schedule

## Christmas + New Year's Holiday\*

<u>Day of Week</u>	<u>Date</u>	<u>Closing Log (Day)</u>	<u>Closing Log (Date)</u>
Monday	12/11	Wednesday	12/13
Tuesday	12/12	Thursday + Friday	12/14 + 12/15
Wednesday	12/13	Saturday + Sunday	12/16 + 12/17
Thursday	12/14	Monday + Tuesday	12/18 + 12/19
Friday	12/15	Wednesday + Thursday	12/20 + 12/21
Monday	12/18	Friday	12/22
Tuesday	12/19	Saturday + Sunday	12/23 + 12/24
Wednesday	12/20	Monday + Tuesday	12/25 + 12/26
Thursday	12/21	Wednesday + Thursday	12/27 + 12/28
Friday	12/22	Clean Up Day	
Monday + Tuesday	12/25 + 12/26	Office Closed	
Wednesday	12/27	Friday + Saturday + Sunday	12/29 + 12/30 + 12/31
Thursday	12/28	Monday + Tuesday	01/01 + 01/02
Friday	12/29	Clean Up Day	
Monday	01/01	Office Closed	

\*Any revision received after 12pm eastern on Friday 12/22 will not take affect until Wednesday 12/27

\*Any revision received after 12pm eastern on Friday 12/29 will not take affect until Wednesday 01/03