# Network Clearance Procedures

All materials designated for clearance (scripts, boards, rough cuts, finals), should be forwarded with as much lead time as circumstances allow. Networks may take 3-5 business days to review each submission of creative materials, thus we ask you to plan accordingly.

## 1. Storyboard/Script

Prior to production the Creative Agency/Advertiser submits script or storyboard, along with a network list, to their Extreme Reach Clearance Manager. If no network list is provided, materials are submitted to ABC, CBS, The CW, ESPN, FOX and FOX Sports, NBC, A&E, Nickelodeon, Cartoon Network, CNN, MTV Networks, and Turner. As the list of broadcasters requiring network clearance expands, the Clearance Manager will determine which networks to include based on the creative content provided. The Clearance Manager shares any feedback received with the Agency/Advertiser. Network concerns about claim substantiation, affidavits, releases, etc., and any revision requests are shared within a comprehensive summary document.

**Note:** Clearance is also required on Hispanic market buys, as well as Canadian buys in English and French.

## 2. Rough Cut Format

Agency/Advertiser submits a rough cut and as-recorded script to ER before locking the final. This allows the networks to highlight any concerns about the audio or visuals before the final is produced. The Clearance Manager will work through any of these concerns on your behalf, negotiating with the networks to ensure that your creative will be approved for air.

## 3. Slated Final

Networks mandate that all spots are submitted in final, slated form, along with an as-recorded script. Networks review the final spot to ensure any concerns noted during the prior stages have been addressed, and network approval is secured. The Ad-ID/ISCI is entered into their systems, and the spot is ready for traffic scheduling. If traffic scheduling goes out before the slated final is approved, network systems will reflect "not approved" and the spot will not air.

**Note:** Once final slated spots have been submitted, any revisions to the spot, however minor, will necessitate a new Ad-ID/ISCI number and another round of clearance.

## Ongoing Support

### Claim Support

Throughout the clearance process, the Clearance Manager works with the Agency and/or Advertiser to obtain claim support for any network concerns. The Clearance Manager receives support docs, submits to networks, and discusses with the editors at the networks to work toward approval.

### Summary Document

At each stage of production—script/storyboard, rough cut, and final cut—your Clearance Manager updates you as network feedback is received. When all responses are in, you are provided a document that summarizes each network's input.

### Your Clearance Manager

Clearance accounts are assigned to a primary Clearance Manager as well as a backup manager from our highly experienced team. Your Clearance Manager works directly with each network if negotiation is necessary to obtain approval, as each network may have a different request. Our goal at every stage of the process is to ensure your ad is approved for broadcast.

Our Clearance department is kept informed by the networks regarding editor assignments, guidelines, and any changes in processes or procedures.

Any questions? Contact us at [clearance@extremereach.com](mailto:clearance@extremereach.com)