



ADVERTISING CONTENT GUIDELINES



Effectv endeavors to present its viewers with advertisements that are both tasteful and truthful. Accordingly, the Effectv Advertising Content Guidelines (“Guidelines”) were developed to help advertisers and their representatives, including advertising agencies and legal counsel, create such advertisements.

These guidelines apply to (1) advertising being aired on Comcast/Xfinity cable systems and other MVPD’S where Effectv is authorized to sell the advertising availabilities (the “Cable Services”), (2) display and video advertising being distributed on Comcast owned or operated websites (such websites, the “Online Properties”), applications and/or other IP-based services (collectively with the Online Properties, the “Online Services”), and (3) advertising being distributed on Comcast’s video-on-demand platform, including advertising being dynamically inserted (“VOD”) (the Online Services, VOD and the Cable Services, collectively referred to as the “Services”).

Each advertiser and its representative is responsible for ensuring that its advertising materials are in compliance with all applicable laws and governmental regulations, including the rules of the Federal Communications Commission (“FCC”), the Federal Trade Commission (“FTC”), and the Federal Drug Administration, as well as Comcast’s Guidelines.

Advertisements will not be reviewed until an order to buy is placed with a Effectv salesperson. All decisions to accept advertisements are subject to reconsideration at any time and an advertisement’s flight may be suspended if, for example, new facts are presented or ascertained by Effectv that undermine any substantiation submitted with such advertisements. All VAST tags are subject to regular review by Effectv. In the event an advertiser, without seeking the prior approval of Effectv, replaces an advertisement being distributed using a VAST tag with another advertisement using that same VAST tag, Effectv may, in its sole discretion, reject or refuse to distribute the advertisement.

Effectv requires all advertisers to provide substantiation that establishes a reasonable basis for all claims made in their advertisements. Advertisers should submit substantiation with the initial submission of the proposed advertising. If applicable, Effectv will request authentication of all demonstrations, testimonial statements, and any required releases. For final approval, advertisers must submit a copy of the final advertisement.

Final acceptance of any advertisement is within the sole discretion of Effectv. Effectv reserves the right to (1) require revisions to advertisements; (2) accept or reject any advertisements at any time; (3) revoke approval of any advertisements at any time; and (4) investigate any advertiser and the accuracy of all statements and claims in any advertisement.

ADULT PRODUCTS AND NUDITY

Effectv does not accept video, audio, graphic or text-based advertising for adult products (films, magazines, websites, sex toys, etc.) or advertising that promotes pornography. This includes, but is not limited to:

- Sexually suggestive images, photographs or drawings (example: proactive posing and/or nudity).
- Sexually suggestive ad text (example: click here to take something off).
- Advertisements dealing with products relating to sexual performance/enhancements (including herbal and topical supplements) and reproductive related services (not including prescription drugs or FDA approved medical products/devices).

Content involving sexual or excretory activities and organs, depiction of total or partial nudity, or advertising that is in whole or in part obscene, vulgar, repulsive or offensive, either in theme or in treatment, is prohibited.

Plastic surgery and other medical-related advertisers (e.g., prescription drugs or services for erectile dysfunction, Peyronie’s disease, etc.) may advertise on the Services subject to creative approval. Before/After shots with excessive nudity are not permitted.

Effectv will accept advertising content dealing with adult entertainment clubs, novelty stores, and products relating to sexual performance [e.g. condoms, KY] and/or reproductive related services on a case-by-case basis and subject to prior legal review. Both the advertising creative and website content will be evaluated to determine approval to run.

ALCOHOL

Subject to the restrictions below, Effectv accepts advertisements for beer, malt beverages, hard liquor/distilled spirits and wine (collectively, “Alcoholic Products”). It is the advertiser’s responsibility to ensure that any advertising for Alcoholic Products fully complies with all applicable laws, regulations, and industry guidelines. Advertising remedies for “hangover” or other side effects of alcohol ingestion are not acceptable.

Advertisements for Alcoholic Products may NOT:

- employ any symbol, language, music, gesture, entertainment figure, group or character that is intended to appeal primarily to persons below the legal purchase age.
- portray, encourage or condone drunk driving.
- depict situations where alcohol is consumed in excess [images of minimum consumption is permitted].
- portray persons in a state of intoxication.
- suggest that intoxication is acceptable conduct.
- refer to any intoxicating effect that the product may produce.
- associate or portray alcohol during before or during activities that require a high degree of alertness or coordination.
- contain claims or representations that individuals cannot obtain social, professional, educational, athletic or financial success or status without alcohol consumption, or that individuals cannot solve social, personal or physical problems without alcohol consumption.
- suggest that alcohol consumption is a rite of passage to adulthood.
- portray or encourage the use of alcohol products by persons who are, or appear to be, below the legal drinking age.

All Alcoholic Product advertisements must include a “Drink Responsibly” statement.

Please note: Any establishment with a liquor license that wishes to advertise the availability of Alcoholic Products shall also be subject to the guidelines set forth above.

In accordance with federal Alcohol and Tobacco Tax and Trade Bureau (“TTB”) regulations, all Alcoholic Products advertisements (does not include establishments promoting the availability of Alcoholic Products) must include a legible disclosure of the corporate name, city, and state of the brewer, producer, packer, wholesaler or importer responsible for its broadcast. Distilled spirits advertisements also must include the percentage of alcohol by volume.

ANIMALS

The use of animals in advertisements must be in conformity with accepted standards of humane treatment. If animals are featured prominently in an advertisement, the advertiser may be required by Effectv, in its sole discretion, to provide a letter from the Humane Society or from the animal trainer on set indicating that the animals were treated in conformity with accepted standards of humane treatment.

ASTROLOGY, HOROSCOPES, PSYCHIC SERVICES

All advertising for astrology, character reading, fortune telling, mind reading, numerology, occultism, palm reading, phrenology, psychic services, horoscopes, and other related services must clearly state and disclaim in the ad (or, in the case of ads on the Online Services, resulting jump page, if applicable) that the service is for entertainment purposes only. The advertising may not state or imply that there is any scientific grounds or validity to such services. Advertising in this category should avoid exaggerated promises of wealth or good fortune.

CANNABIDIOL (“CBD”)

Effectv accepts advertisements promoting cosmetic products (e.g., lotions, creams, skin masks) containing non-intoxicating hemp-derived cannabidiol (“Hemp-derived CBD,” as defined below) in states that have not prohibited the sale, manufacture, or use of such products, so long as they meet the criteria below (“Hemp-Derived Cosmetic Products”). All advertisements for Hemp-Derived Cosmetic Products must be reviewed by Legal before they can be accepted and aired.

A cosmetic product is a product that is intended to be rubbed, poured, sprinkled or sprayed on, introduced into, or otherwise applied to the human body or any part of the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance.

Hemp-derived CBD means hemp-derived cannabidiol (“CBD”) only, and excludes other cannabinoids such as CBG, CBN, delta-8 THC, delta-9 THC, THCA, THCv (regardless of whether derived from hemp or traditional cannabis). Hemp-derived CBD also necessarily excludes substances derived from hemp that contain or purport to contain more than 0.3% THC (including marijuana, as defined by federal law).

Advertisements promoting drugs, food products, beverages, tinctures, dietary supplements, animal food, animal drugs, tobacco products, and medical devices that contain or are marketed as containing Hemp-Derived CBD are prohibited.

A cosmetic product (including transdermal patches) may be deemed a drug if it is intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in humans, or if it is intended to affect the structure or function of the human body. If an advertisement expressly states or implies that the cosmetic product does anything other than cleanse, beautify, promote attractiveness, or alter the appearance of the consumer, the product could be deemed to be a “drug,” and is prohibited.

Advertisements for Hemp-Derived Cosmetic Products must meet the following criteria:

1. The advertisements make no explicit or implicit claims about the health, therapeutic, or medicinal benefits of the Hemp-Derived Cosmetic Product(s) or the Hemp-Derived CBD;
2. The advertisements do not create the impression through images or other design elements that the Hemp-Derived Cosmetic Product(s) or the Hemp-Derived CBD provides health, therapeutic, or medicinal benefits;
3. The name of the company, brand, or product does not suggest or reference any health, therapeutic, or medicinal benefits;
4. The URL or any social media handle provided in the advertisement does not suggest or reference any health, therapeutic, or medicinal benefits;
5. The labels of the Hemp-Derived Cosmetic Product(s) displayed in the advertisements meet the criteria discussed above;
6. The products promoted in the advertisements contain no substances that render the product intoxicating or otherwise injurious to users under the conditions prescribed in the labeling, or under such conditions of use as are customary or usual; and
7. The advertiser signs Effectv’ Hemp-Derived CBD Advertiser Certification providing representations and warranties.

CHAT LINES/DATING SERVICES/DATING APPS

Advertisements for such services are permitted subject to the following:

- Advertisements for sexually themed personal services are prohibited.
- Advertisements for such services must contain a statement that such services are for adults “18 or older”; and disclose all material terms, specifically fees.

CHILDREN’S NETWORKS/SECTIONS

Advertising primarily directed towards children under the age of 13 shall comply with any restrictions or requirements, including those applicable to interactive functionality and online data collection, as provided by the Children’s Television Act, the Children’s Online Privacy Protection Act, or any other applicable federal law or regulation.

Advertising geared towards children is subject to the general content guidelines set forth in this document. Please note that, at this time, Effectv does not



accept any advertising on the areas of the Online Services targeted primarily to children under the age of 13. For any video and display advertisements that are primarily targeted to children under the age of 17, please see the additional restrictions below under “Data-Collecting Advertisements on the Online Services.”

Interactive functionality may **not** be enabled in advertisements airing on children’s networks or in VOD content directed to children under the age of 13.

COMPETITIVE ADVERTISING

Effectv does not accept advertisements in certain competitive categories. Please consult your Effectv sales representative for more information

CONTESTS, SWEEPSTAKES, LOTTERIES, RAFFLES, COMMERCIAL CO-VENTURES & GAMES OF CHANCE

General: Effectv will accept lawful advertising for state-sponsored lotteries and for other non-lottery promotions as set forth below.

Lotteries: The lawful advertising of lotteries permissible under the law of the state in which they are conducted and in which the advertisement is airing may be acceptable, provided the lottery is conducted by:

- A not-for-profit 501(c) organization,
- A governmental organization, or
- A commercial entity, provided that the lottery is promotional, occasional, and clearly ancillary to the primary business of that commercial entity.

Other Non-Lottery Promotions: Advertising for sweepstakes, contests and other non-lottery games of skill or chance (collectively, “Promotions”) is permitted if the Promotion is not a lottery, the material terms are clearly disclosed, and the Promotion is being conducted fairly, honestly, and according to all applicable federal and state laws. Advertisements must contain clear and complete information regarding:

- How to enter, including alternate means of entry, where appropriate;
- The termination date of the Promotion;
- Any restrictions or eligibility requirements; and
- For sweepstakes, the disclosures “No purchase necessary,” and “Void where prohibited.”
- Effectv reserves the right to require the advertiser to submit an affidavit certifying that the Promotion complies with all applicable federal, state and local laws and that all prizes will be awarded as provided in the Promotion’s official rules.

Raffles: Ads for raffles are permitted on a case-by-case basis with legal approval only under the following circumstances:

- Proof of 501(c) (3) registration of the organization.
- Signed Terms and Conditions.

Bingo: Advertisements for Bingo are accepted provided the activity is permitted under the law of the State in which the games are conducted, and the advertiser provides Effectv with a copy of its license from the State to conduct Bingo games.

Commercial Co-Ventures: When a for-profit business advertises that the purchase of a product, use of a service, or other action will benefit a charitable cause, the following must be disclosed:

- The period of the promotion;
- Where viewers can find complete details of the promotion (e.g., a website); and
- The amount of the donation, if the minimum and maximum donated amounts will be the same regardless of consumer participation.

CONTROVERSIAL ISSUE/ADVOCACY ADVERTISING/CANDIDATE ADVERTISING

Advocacy/Issue Advertising:

- Advocacy or issue advertisements (advertisement that promotes a point of view on a controversial issue or a ballot referendum of national, regional, or local importance) are accepted on a case-by-case basis. Issue/advocacy advertisements will not be reviewed until an order to buy is placed with an Effectv salesperson.
- Effectv does not make judgments about an advertiser’s opinions and will accept issue/advocacy advertisements that express divergent points of view (including religious beliefs or political ideologies).
- Documentation must be requested to substantiate any claims made in the advertisement.
- Given the sensitive nature of advocacy and issue advertisements you are encouraged to escalate for review any advertisement that you believe

may generate media attention or telephone calls.

- **USE OF NBCU CONTENT NOT AUTHORIZED:** The inclusion of NBCU content can potentially mislead viewers as to NBCU’s endorsement of the position taken in an issue advertisement or otherwise be misconstrued. Accordingly, advertiser may not to include NBCU’s logos in these ads.

Advocacy/Issue AND Candidate Advertising:

- Record of Request forms must be completed for all political advocacy or issue advertising for immediate placement in the Public File on the FCC Website.
- **Sponsorship Identification:**
 - All political advertisements must disclose the party that paid for the ad for at least four (4) seconds at either the beginning or end of the advertisement in a readable and contrasting font equal to 4% of screen height or larger (i.e., “Sponsored by . . .” or “Paid for by . . .”).
 - Any issue advertising that refers to any federal candidate or solicits contributions must disclose whether the ad was authorized by a candidate. If the ad was not so authorized, the disclaimer should state: “Paid for by [Advertiser Name] and not authorized by any candidate.”
 - If the ad was paid for by a federal candidate, the candidate must sign a certification at the time the ad is purchased that pledges that the relevant ad either (i) does not refer to any opposing candidate or (2) includes a statement in the paying candidate’s voice disclosing that he or she has paid for the ad, along with the candidate’s likeness.

CREDIT REPAIR SERVICES

Advertising that promotes products, services or methods of removing items from a user’s credit report that are accurate and timely, but negative, is not permitted. Advertising for credit repair services that require the user to pay a fee before services are delivered is not permitted. For example, credit repair advertising may not suggest or otherwise encourage a consumer to alter or disguise his/her identity in order to prevent accurate and timely (but negative) items in the consumer’s credit history from being discovered by a consumer reporting agency or any other person with a legitimate interest in the consumer’s credit report).

CRYPTOCURRENCY

Effectv does not accept advertisements in the following cryptocurrency categories:

1. Loans or lenders (e.g., BlockFi, Celsius Network);
2. Credit cards or prepaid cards (e.g., Bitpay, BlockFi);
3. Digital currency machines (e.g., Coin Cloud, CoinSource, BTM);
4. News sites (e.g., CoinDesk, Decrypt);
5. Payment processors (e.g., Coinbase Commerce, BitPay, CoinGate);
6. Initial coin offerings (ICOs);
7. Person-to-person decentralized apps (e.g., Synthetix, Newdex);
8. Initial decentralized cryptocurrency offerings (e.g., Binance DEX, Polkastarter, Uniswap); and
9. Interest bearing cryptocurrency accounts.

Effectv will accept advertisements from the following types of cryptocurrency advertisers upon prior legal review of the advertisement:

1. Cryptocurrency exchanges (e.g., Binance, Coinbase, Crypto.com), provided:
 - a. The advertiser is registered as a money service business (“MSB”) with FinCEN;
 - b. The advertiser maintains the required state money transmission license(s);
 - c. Only approved cryptocurrency products/services are being advertised; and
 - d. The advertiser provides evidence that it verifies consumer identities before they can transact and makes a disclosure stating the same in the advertisement.
2. Cryptocurrency aggregators (e.g., Cryptoradar, Coincap, Coingape), provided the advertiser is objective in its listings/rankings and discloses its policy for ensuring such objectivity on its website.
3. Cryptocurrency wallets (e.g., FortMatic, Ledger), provided the advertisement does not guarantee “bank-grade” (or similar) security and all security claims are substantiated.
4. NFT Marketplaces (e.g., OpenSea, Rarible, Foundation), provided:
 - a. The advertiser has been operational for at least one (1) year; and

The advertisement does not promote fractionalized NFTs.

DIETARY (HEALTH) SUPPLEMENTS & HOMEOPATHIC REMEDIES

It is the advertiser's responsibility to ensure that any health claims made in connection with dietary supplements (e.g. herbs, botanicals, vitamins, minerals, amino acids, etc., which are intended to be a nutritional food or supplement) and homeopathic remedies (i.e. alternative medicines based on natural resources) comply with all federal, state, and local laws and regulations and do not make unsubstantiated or fraudulent health claims.

Physicians, dentists, nurses, or actors representing them may appear in dietary supplement or homeopathic remedy advertisements provided the advertiser presents sufficient documentation to support the professional endorsement of the advertised product where such professional endorsement is implied. Other health professionals such as pharmacists, nutritionists, physical therapists, etc., are permitted in these types of advertisements under the same conditions.

Advertisements for products containing any of the following ingredients are not permitted on the Services: ephedra, ma huang, chitosan, human growth hormone (whether natural or synthetic), comfrey, or pyruvate. Effectv reserves the right to modify this list at any time.

Dietary Supplements:

Under the Dietary Supplement Health and Education Act (DSHEA) of 1994, nutritional supplement manufacturers are permitted to make "structure/function" claims, defined as statements that describe the role of a specific substance in maintaining normal healthy structures or functions of the body. Such claims, however, must be supported by competent and reliable scientific evidence such as tests, analyses, research studies, or other evidence based on the expertise of professionals in the relevant area conducted and evaluated in an objective manner by qualified persons and using generally accepted procedures to yield accurate and reliable results. All structure/function claims must prominently include the following notice: "This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease."

Dietary supplement advertisements may not include disease claims—explicit or implicit—unless the claims have been approved by the FDA.

Homeopathic Remedies:

Advertisements for homeopathic remedies are acceptable for minor, self-limiting conditions, provided that the product is made from homeopathic ingredients recognized by the Homeopathic Pharmacopoeia of the United States.

Treatment claims must be substantiated by competent and reliable scientific evidence, defined as tests, analyses, research, or studies. If such support is not available, the following disclaimers must be included in the spot: a) "There is no scientific evidence that this product works," and b) "This product's claims are based only on theories of homeopathy that are not accepted by most modern medical experts."

The following in homeopathic remedy commercials are not acceptable: a) claims about the safety of homeopathic remedies; and b) claims that compare or equate homeopathic remedies with OTC or Rx drugs, explicitly or by implication.

DIRECT RESPONSE

All advertisements must conform to applicable FTC Guidelines. All claims, including, but not limited to those made in the visual or audio copy, must be supported with adequate substantiation.

Each advertisement must include the name, street address, city, state and zip code of the sponsor or a website and/or toll-free telephone number.

When applicable, any charges beyond the advertised purchase price must also be disclosed (e.g., shipping and handling).

Advertisements must indicate actual anticipated delivery date if anticipated delivery will be in excess of 30 days.

DRAMATIZATIONS AND REENACTMENTS

Dramatizations and reenactments of actual events must be clearly disclosed as such. Fictional dramatizations that are readily apparent to the viewer ("slice of life") require no such disclosure



EDUCATION

Effectv does not accept advertisements for organizations offering “Life Experience” degrees, or degrees for sale.

Institutions of higher education may advertise on the Services, provided that they are approved by one of the regional and national accrediting agencies recognized by the U.S. Secretary of Education. Please see this website for a full list of approved accrediting agencies:

http://www.ed.gov/admins/finaid/accred/accreditation_pg4.html#Nationally%20Recognized

Advertisements for distance learning courses are permitted provided they offer legitimate learning opportunities.

EMERGENCY ALERT SIGNALS OR ATTENTION SIGNALS (EAS)

Effectv does not accept advertisements that contain EAS signals or attention signals that are similar to EAS signals.

ENDORSEMENTS AND TESTIMONIALS

All endorsements and testimonials must comply with the FTC’s *Guidelines Concerning the Use of Endorsements and Testimonials in Advertising*. The advertiser must adequately substantiate all express and implied claims made through endorsements.

- Endorsements must reflect the honest opinions, findings, beliefs, and experiences of the endorser. An endorsement may not convey an express or implied representation that would be deceptive if made directly by the advertiser.
- Where there exists a connection between the endorser and the advertiser that might materially affect the weight or credibility of the endorsement (i.e., the connection is not reasonably expected by the audience), such connection must be disclosed.

Consumer endorsements:

- An endorsement relating the experience of one or more consumers on a key attribute of the product or service will be interpreted as representing what consumers can generally expect from the product or service and the advertiser must present support for this representation. If the advertiser doesn’t have such support, then the ad must clearly and conspicuously disclose what the consumer can expect, and the advertiser must have support for that claim.
- Advertisements presenting endorsements by “actual consumers” should utilize actual consumers or clearly and conspicuously disclose that the persons in such advertisements are not actual consumers of the advertised product.

Expert endorsements:

- The advertiser must provide proof of an endorser’s expertise.
- The endorsement must be supported by a valid exercise of the expert’s expertise such as a proper evaluation of the product and comparison of products where relevant.

Endorsements by organizations:

- Endorsements by organizations are viewed as representing the judgment of a group whose collective experience exceeds that of any individual member. Therefore, an organization’s endorsement must be reached by a process that fairly reflects the collective judgment of the organization.

FALSE CLAIMS

All advertising must be truthful and not mislead consumers. All false, unwarranted, or misleading claims, including fake or deceptive content such as deepfakes, are prohibited.

FINANCIAL & BANKING; LOAN PRODUCTS

It is the advertiser’s responsibility to ensure that all advertising for financial services, banking services, stocks, bonds, brokerages, or trading services complies with applicable Laws, including federal and state securities laws.

Effectv does not accept advertising:

1. that purports to offer for sale any security (e.g. stocks, bonds, notes, options, warrants, or derivative instruments such as calls or straddles); or
2. that provides tips or what may be considered “insider information” on a particular commodity.

Effectv accepts advertising that promotes:

1. mortgage relief plans, products and services,
2. payday loan products and services, or
3. online loans only with prior legal approval.

Advertisers in the foregoing categories must provide documentation that they are licensed to make loans in the state in which they are advertising. In addition, the content of the spots must disclose all material terms, including applicable interest rates, related to the offer as required by applicable law (e.g. “Interest rates and fees will apply. See [URL reference] for more information.”). When applicable, any charges and/or fees beyond the advertised interest rates must also be disclosed. Effectv generally will not air commercials for companies or organizations that have an unsatisfactory record or are otherwise not in good standing in the state(s) in which they operate.

Advertisements for loan products or financing that require upfront fees or purport to offer credit with little or no regard for a user’s credit or collateral (e.g. “No credit? No problem!”) are not permitted. Advertisements for car dealerships, however, may include offers for credit with little or no regard for a user’s credit or collateral provided they adhere to the following:

1. The advertiser has signed unaltered Advertiser Terms & Conditions;
2. The advertiser has substantiated any claims regarding its financing; and
3. The advertiser adds a disclaimer similar to the following: “All loans are subject to pricing adjustments based on the borrower’s creditworthiness and loan-to-value.”

Advertisements may not predict or project performance, imply that past performance will recur, or make any exaggerated or unwarranted claims or forecasts. Comparative advertisements between investments and services must disclose all material differences between them, including (as applicable) investment objectives, costs and expenses, liquidity, safety, guarantees or insurance, fluctuation of principal or return and tax features. Advertisements for investment services must include the following or similar disclaimer: “Past performance does not guarantee future results.”

FIREARMS, WEAPONS, AMMUNITION AND FIREWORKS

Effectv does not accept the following:

- Advertisements for firearms or weapons, including firearm or weaponry paraphernalia or accessories;
- Advertisements offering free firearms, with or without the purchase of other items;
- Advertisements promoting gun shows;
- Advertisements for stores or retail establishments to the extent the advertisements directly or indirectly promote the sale of firearms;
- Advertisements promoting the sale of fireworks;
- Advertisements promoting the sale of ammunition; and
- Advertisements promoting the sale of pepper spray.

Advertisements that contain a) fleeting depictions of firearm or weaponry paraphernalia or accessories or b) firearms, weapons or fireworks as props may be approved on a case-by-case basis.

Please consult your Effectv sales representative for more information.

FOOD & NUTRITION

I. Food labeling regulations issued by the FDA and the United States Department of Agriculture (USDA) must be observed. For example, claims such as “fresh,” “low fat,” “low calorie,” “good source,” and “healthy” will be reviewed pursuant to the definitions adopted by the FDA and the USDA.

II. Health claims for foods directed at specific diseases or disease prevention must be consistent with FDA policy applicable to those topics (e.g., fat and heart disease, sodium and high blood pressure, calcium and osteoporosis). Any other claims about disease or prevention of disease will be subject to stringent standards of documentation.

III. Advertisements that include health-related claims should also mention the importance of a balanced diet.

IV. Advertising must not overstate or misrepresent the nutritional value of foods.

V. Taste preference claims must be supported by a valid taste test. Please refer to the Preference Claims section for guidance regarding valid taste tests.

FOREIGN LANGUAGE ADVERTISEMENTS

Effectv will not accept advertisements that are in a language other than the language primarily spoken on the network on which the advertisement is placed.

FOREIGN NATIONS

Effectv will accept advertisements by foreign governments on a case-by-case basis. All such ads must be submitted for review to ensure compliance with Foreign Agent Registration Act requirements.

GAMBLING, GAMING, CASINOS AND FANTASY SPORTS

I. The following guidelines apply to advertisements for lawfully licensed betting, gambling, lottery, and other games of chance:

- Advertisements for any publication, “tip sheet,” electronic, or mechanical device whose primary purpose is the giving of odds or promotion of betting are unacceptable.
- Advertisements for lotteries are acceptable provided the activity is permitted under the law of the state in which they are conducted, if any such lottery is conducted by a
 - not-for-profit 501(c) organization;
 - governmental organization; or
 - commercial entity, provided the lottery is promotional, occasional, and clearly ancillary to the primary business of the commercial entity.
- Advertisements promoting the non-gambling amenities of brick-and-mortar casinos (e.g., entertainment, restaurants, bars, shopping, hotel, pools, spas) are acceptable. Such advertisements are subject to the following:
 - Ads that include audio-visual reference to gambling activities (e.g., casino, casino floor, dice, slot machines, roulette wheels, table games, sportsbooks, player cards, odds, betting slips, gambling app) will be categorized as casino gambling and/or sports gambling, as applicable;
 - If the word “casino” is used for any purpose other than as part of the official name of the advertised establishment, the ad will be categorized as casino gambling and/or sports gambling, as applicable; and
 - If alcohol is promoted or prominently displayed, the ad must include a “Drink Responsibly” disclaimer (*see* Alcohol).
- Advertisements for legalized betting, including casinos, dog racing tracks, and horse racing tracks are acceptable provided that the advertisement is not instructional in nature and the advertising complies with applicable federal, state, and local laws. At a minimum, such advertising must include:
 - A disclaimer stating “Void where prohibited”; and
 - A responsible gambling message (i.e., “If you or someone you know has a gambling problem, call 1-800-GAMBLER.”)
 - Advertisements must not present fictitious winners or winnings or misrepresent actual winners or winnings.
- Advertisements for sports betting facilities and online sports betting services may be accepted subject to prior review. If applicable, advertiser must provide proof of licensing by the state. Sports betting advertisements may not cast sports gambling in an unrealistic light (e.g., exaggerating a user’s chance of winning or showing testimonials from actors). Advertisements must contain, at a minimum, the following disclaimers:
 - “All players must be 21 or older.”
 - “Only available in [applicable state]. Void where prohibited.”
 - “If you or someone you know has a gambling problem, call 1-800-GAMBLER.”
- Advertisements for online horse racing services that are duly licensed to conduct online horse racing services by the states in which they are located are acceptable subject to the following:
 - The advertiser has been licensed to conduct online gambling by the applicable state; and
 - Effectv has received evidence of the advertiser’s authorization from the applicable state to conduct online horse racing.
- Advertisements for fantasy sports leagues may be accepted subject to prior review by the Legal Department and may only air in states in which the activity is legal (e.g., Advertisements may NOT air in WA). Advertisements must contain the following disclaimers:
 - “Void where prohibited” or “Not available in all areas”;

- Disclosure of states where the legality of fantasy sports is unclear; and
- If any offers/contests/sweepstakes are featured, there must be a “terms and conditions apply” disclaimer, with URL for official rules.
- Advertisements for online gambling services that are operated by owners of US based brick and mortar casinos (and/or the affiliates of such casino owners) that are duly licensed to conduct online gambling services by the states in which they are located are acceptable. Online gambling advertisements are subject to the following requirements:
 - The advertiser has been licensed to conduct online gambling by the applicable state;
 - Effectv has received evidence of the advertiser’s authorization from the applicable state to conduct online gambling;
 - The advertisements must contain the following disclaimers:
 - “All players must be 21 or older.”
 - “Only available in [Applicable State]. Void where prohibited.”
 - “If you or someone you know has a gambling problem, call 1-800-GAMBLER.”
- Advertisements for gaming apps and other online or mobile games may be accepted subject to prior review by the Legal Department and may air only in states in which the activity is legal.

NOTE: Advertisements from offshore gambling websites only licensed by foreign countries are not permitted; Tribal jurisdictions currently do not authorize internet poker or online casino games, however, in the event tribal jurisdictions authorize online gambling, advertising that meets these guidelines may be accepted.

Products, games of chance, and contests advertising approaches not specifically referred to in the foregoing will be approved on a case-by-case basis.

II. Advertisements permitted under this Section are subject to the following:

- The spots may not show the exchange of actual money;
- If any “giveaways,” or non-sweepstakes promotions are mentioned in the spot there must be a URL reference to where the rules can be viewed or an address where the rules may be requested.
- If a sweepstakes is being advertised the spot must contain the standard sweepstakes disclaimers and a URL reference to where the rules can be viewed or an address where the rules may be requested; It is recommended that gambling advertisements for brick and mortar should contain a disclaimer indicating: “Must be 21 or older to Gamble”
- May not mislead or exaggerate one’s likelihood of winning money or other prizes;
- Gambling Apps will be approved on a case-by-case basis and must be submitted to the Legal Department for review.

Internet tutorial “play for free” advertisements are not accepted.

GOVERNMENT AND PUBLIC SYMBOLS

The American Flag may be depicted in advertising provided its use is dignified and incidental to the primary selling objectives of the advertisement. Disrespectful use of national emblems, anthems, or monuments is unacceptable.

Direct or implied use of the office of the President of the United States or any governmental body or figure without official approval is not acceptable.

Use of military or law enforcement uniforms/vehicles will be approved on a case-by-case basis and require prior approval from the relevant government agency.

ILLCIT DRUGS/DRUG PARAPHERNALIA

Advertising for illegal drugs, including medical and recreational marijuana, habit-forming drugs, drug-paraphernalia or retail establishments that promote these products is prohibited (except for advertisements on the Cable Services as indicated below, which will be evaluated on a case-by-case basis). Advertising for cannabidiol (CBD) products is prohibited.

Advertisements Advocating for the Legalization of Marijuana: Effectv will only accept advertisements related to Marijuana if the advertisement is an issue/advocacy advertisement advocating for or against the legalization of marijuana. The advertisements may not (i) depict drugs or the use of drugs, (ii) utilize slang terms for the substance, or (iii) depict persons who appear to be under the influence of the drug. All spots must have a “sponsored by” or “paid for by” tag.

Effectv will not accept advertisements for clinics, dispensaries, seminars, consulting businesses, tutorials, etc.



Drug Paraphernalia: Advertisements for establishments whose inventory includes products/devices associated with the use of illegal drugs are not acceptable.

INJURIOUS OR PREJUDICIAL TO THE PUBLIC OR COMCAST

Advertising may be rejected if its content or other content referenced in the ad or otherwise disseminated by the advertiser is grossly offensive (e.g. on racial, religious or ethnic grounds) or may be injurious or prejudicial to the interest of the public or to Comcast. Content or portrayal of practices that demean, ridicule, or attack individuals or groups on the basis of age, color, national origin, race, religion, sex, sexual orientation, physical or mental handicap, or similar inappropriate criteria are prohibited.

Advertising by third parties that states or purports to state an opinion of Comcast Corporation or any of its affiliates is also prohibited unless pre-approved by Effectv.

MEDICAL SERVICES AND PRODUCTS

Spot, VOD and Online:

Effectv will accept advertising that offers discounts off of or coupons for (i) services offered by licensed medical providers or hospitals or (ii) prescription drugs, as long as they are within reason. Any images or photos in the advertisement must be in good taste and appropriate for children.

Online:

To avoid any click thru restrictions, we recommend including a warning before any graphic or nude content is displayed. If a warning message is included, the landing page will not be restricted.

MONEY-MAKING OPPORTUNITIES

It is the advertiser's responsibility to ensure that any advertising for money making opportunities (e.g. MLM, work at home products, etc.) discloses all material terms that an ordinary person would require in making a fully informed judgment about whether to purchase the product or service being offered.

Advertiser must substantiate all claims in the advertisement.

Effectv does not accept advertising for pyramid or get-rich-quick schemes that promise guaranteed employment or earnings, or otherwise provide misleading information to potential participants.

NBCU TALENT, LOGOS, CONTENT & SHOW MENTIONS

Use or mentions of NBCU shows, talent, logos, and content (e.g., video clips and still images) is prohibited.

OVER-THE-COUNTER MEDICATIONS

All over the counter ("OTC") medications being advertised must be approved by the Food & Drug Administration ("FDA").

It is the advertiser's responsibility to ensure that all health-related claims for OTC medications, including any claims with respect to the efficacy of the product, are properly substantiated with reliable scientific and/or clinical evidence.

Advertisements can promote only occasional use for the treatment of minor to moderate conditions and must clearly advise consumers to follow label directions. Advertising for "non-label" uses of OTC products (uses not formally recognized by the FDA - e.g. taking aspirin to prevent heart attack), are not permitted.

PERSONAL ATTACKS

An advertisement may be rejected if it is merely an attack of a personal nature, a direct attack on an individual or business, or comment on a private dispute.

PERSONAL PRODUCTS

Effectv may accept advertisements for personal products (e.g. tampons, sanitary pads, feminine hygiene products, incontinence products), subject to the following:

- products are presented with care and sensitivity.
- advertising does not contain health claims.
- all visuals or copy are in good taste, appropriate and not overly graphic.
- graphic representations dealing with body function and mechanics are not allowed.

PHARMACEUTICALS/ PRESCRIPTION DRUGS/PHARMACIES

It is the advertiser's responsibility to ensure that all "Direct to Consumer" prescription drug advertising complies with all applicable FDA regulations, guidelines and standards for such advertising.

Prescription drugs may only be advertised for uses approved by the FDA; "off-label use" advertising is prohibited.

Advertisements must clearly advise consumers to consult a healthcare professional or call their doctor. Advertisements must clearly state that the advertised product is available by prescription, only. Effectv does not accept advertisements that state or imply that prescription drugs may be obtained without a prescription or on the basis of an online questionnaire or online consultation.

PIRACY AND INFRINGING ACTIVITY

An advertisement may be deemed unacceptable if it is for a service, product or other mechanism that is used to infringe the intellectual property rights of others. Infringing activity includes, but is not limited to:

- The illegal dissemination of content, or the selling or offering of content on an unauthorized platform or by an unauthorized user in a way that infringers the intellectual property rights of the owner of such content;
- The circumvention of restrictions imposed by an owner of content with regard to the geographic reach of its content or other viewing options deemed permissible by such owner;
- The circumvention of copyright, trademark, or other proprietary notices marked by an owner of content; or
- Uploading, sharing, obtaining, modifying, or accessing content in a way that was not intended or authorized by the owner of such content.

Effectv reserves the right to:

- Request additional materials from advertiser to address any suspected infringing activity or acts of piracy, including evidence of advertiser's efforts to control, combat, and prevent such infringing activity or acts of piracy;
- Require revisions to an advertisement;
- Reject advertisements from advertisers that have a demonstrated history of infringing on the rights of content owners; or
- Reject an advertisement at any time in response to situations of unusual significance.

An advertisement for a service, product or other mechanism that is used for infringing activity may be rejected regardless of whether such infringing activity is featured in the advertisement.

PRICING & PRICE CLAIMS

It is the advertiser's responsibility to ensure that all price claims (including advertising that claims to offer items for "free") are: (a) not deceptive or misleading; (b) properly substantiated and (c) comply with all applicable state and federal laws.

"Bait and switch" advertising, in which the user is offered a product the advertiser has no intention of selling as a method of luring the user into purchasing a more expensive product, is not permitted.

If content contains an offer that expires on a date certain, the content may not be scheduled beyond the expiration date of that offer.

PRODUCTS OF QUESTIONABLE LEGALITY

Also prohibited is advertising for any product or service which is illegal or has no legitimate use in the country, state, county, or municipality where the advertisement appears.

PROFANITY

Advertising may not contain profanity, other than use of the words "hell" or "damn" (and, if such words are used, such advertisements may be subject to additional restrictions with respect to timing/placement on the particular Service). Advertisements that have "bleeps" in lieu of the profanity must extend for the entire length of the profane word being uttered and the profane word cannot otherwise be discernable by the viewer. In some cases, it may be necessary to pixelate a mouth.

PROFESSIONAL SERVICES

Advertising for professionals (lawyers, doctors, CPAs, dentists, psychologists and other established, recognized professionals) may not contain professional advice or other materials that would, under a reasonable standard of care, ordinarily be given in the presence of a practitioner-client relationship. It is the advertiser's responsibility to ensure that all professional advertising complies with the relevant and applicable ethical standards for that profession.

PROGRAM TUNE-IN & MOTION PICTURE ADVERTISEMENTS

Effectv will accept "tune in" spots and will not accept "tune away" spots. Tune in spots encourage viewers to tune in to programming on a particular network (e.g. "tonight", "tonight at 10" and "tonight on a [specific network]"). Tune away spots encourage viewers to immediately tune away from a particular network, program or service (e.g. "switch," "watch now," and "on now"). Advertisements with VOD Telescoping are permitted.

All advertising for domestic theatrical films must include an MPAA rating in a font large enough to be read by viewers. Effectv may accept on a case-by-case basis advertising for films pending a rating provided that the advertisement discloses in the video that the film "has not yet been rated."

Films or programs with "NC-17", "MA" or "R" ratings will be approved on a case-by-case basis, taking into account the content of the advertisement and the film and/or program. Effectv may impose daypart restrictions on approved advertisements in this category.

Films with a "PG-13" rating are allowed on "TV-14" programming and may be permitted on programming with "G" and "PG" ratings on a case-by-case basis. Films with an "R" rating may be allowed on "TV-14" programming on a case-by-case basis.

"X-rated" and similar "adult" films are not acceptable.



PUBLIC SERVICE ANNOUNCEMENTS (PSA)

Public Service Announcements (“PSAs”) are meant to inform the public of the work of charitable, governmental and non-profit organizations and other services available to the public. PSAs must be consistent with the objectives of the sponsoring organization, must accurately reflect the organization identified with the spot, and all claims must be substantiated.

Discussions of controversial issues of public importance or religious doctrine are not permitted in PSAs. PSAs that show or reference commercial products, services or corporate names are not acceptable. PSAs in which funds are requested will be reviewed on a case-by-case basis. Paid commercials for, or on behalf of, non-profit or for-profit organizations are permitted. In all instances the identity of the sponsor must be clearly set forth in the advertisement with a “paid for by” or “sponsored by” tag (See Sponsorship ID Section).

RELIGIOUS ADVERTISING

All advertisements that relate to religious or charitable organizations or causes will be evaluated on a case-by-case basis. Comcast will, in its discretion, accept advertisements for the sale of products that have a religious theme (e.g., books, recordings, artifacts). Religious books, periodicals, or other products depicted in advertisements may be reviewed by Comcast to ensure that they do not disparage any group or individual or otherwise violate these advertising guidelines. Comcast may accept advertisements of a general nature on behalf of religious organizations, for the announcement of meetings, religious services, or for the promotion of approved public service and charitable activities. Comcast accepts religious advertisements that express divergent points of view.

Religious advertisements must have a sponsorship tag if the content of the advertisement does not clearly indicate the entity paying for the advertising.

By way of example, the following forms of religious advertising are unacceptable:

- Advertising that states (or implies) superiority/exclusivity.
- Advertising that is disparaging to another religion, group, or individual.
- Advertising that proselytizes sectarian doctrine or dogma.
- Advertising that solicits funds.

SIMULATED ERROR MESSAGES & INTERACTIVITY IN DISPLAY ADVERTISING

Advertisements that in Effectv’ sole discretion are likely to misdirect or mislead the user in any manner are not permitted. For example, they may not mimic or resemble the GUI elements or the “look-and-feel” of the Online Services.

Effectv will not accept advertising for display on the Online Services that mimics or resembles error messages or Windows/Mac/Unix dialogue boxes.

Effectv reserves the right, in its sole discretion, to accept or reject advertisements for display on the Online Services that contain graphics that simulate interactivity (i.e., drop down menus, search boxes etc.) where no such interactivity exists.

SIMULATED NEWS ITEMS

Advertisements may not contain audio or visual approaches or formats that could confuse the viewers as to the origin of the material being distributed. Techniques including news language such as “We interrupt this program (commercial) to bring you....” “Bulletin,” “Flash,” “This just in,” “Breaking News,” newsroom settings, call letters or numbers, and teletype sound may be accepted on a case-by-case basis only if the advertisement contains a prominent disclaimer stating that it is an advertisement, and the disclaimer remains on screen for the duration of the advertisement.

SOCIAL MEDIA

Advertisements on the Services may not include logos for social media companies such as Facebook and Twitter, unless explicitly permitted by such social media company’s branding guidelines or otherwise approved by such company in writing.



Acceptable advertiser content may make statements such as, “find us on Facebook” or “check out our Facebook site.” Verbal mentions of the Facebook location where an advertiser has a presence are also acceptable. Written reference social media sites may be used if the references do not imitate the logo fonts and color scheme of the social media site.

SOLICITATION OF DONATIONS

Advertisements seeking donations or soliciting funds will be evaluated on a case-by-case basis, but are permitted only under the following circumstances:

- Proof of 501(c) (3) registration of the organization seeking donations.
- Special public interest consideration.
- Requests for donations must be tied to a charitable cause (i.e. cancer research, homelessness, or other organization benefitting the community).

SPONSORSHIP IDENTIFICATION

Identification of sponsors must be made in all advertisements in accordance with the requirements of the Communications Act and the rules and policies of the FCC (47 C.F.R. §76.1615).

- Sponsorship ID is required whenever consideration is received for running any programming, whether in the form of money, goods, services, or even an agreement to promote the sponsor in any way.
- This rule applies to paid PSAs (whether from government agencies, charitable organizations, trade associations, political PACS, public interest groups, churches or religious groups, etc.), issue ads of any type (see attached 1991 FCC Public Notice), and any advertisements that are not clearly for a commercial product or service.
- The sponsor is the person or entity who paid for the ads. (The FCC does not require the media to determine and specify the person or persons who may be behind the named PAC, public interest group or other sponsor.)
- There is an exception to the “paid for” or “sponsored by” requirement that applies ONLY to *commercial* products or services, when the mention of the sponsor’s name or product makes clear that it is a commercial message for that product or service. Commercial products and services are things like automobiles, soft drinks and fast food. Commercial products and services do *not* include, for example, issue ads, or ads placed by government agencies, trade associations or public interest groups.

SPONSORSHIP ID FORMAT:

- Proper sponsorship ID must contain the words “paid for” or “sponsored by.” A mere web address is NOT sufficient.
- Sponsorship ID for political candidates must be in type that occupies at least four percent of the screen and lasts at least four seconds. It is the cable operator’s legal responsibility to make sure this sponsorship ID is there and complies with this requirement.

Other Considerations: A copyright notice does not constitute adequate sponsorship identification. A website URL does not necessarily constitute adequate sponsor identification unless it is the official name of the sponsoring entity.

SUBLIMINAL PERCEPTION

The use of subliminal perception techniques is generally unacceptable. Any advertiser who would like to include any content that is not readily discernable to viewers watching the advertisement in real time must submit all frames of that material to the Legal Department for review, along with information detailing how the advertiser plans to alert the public to the content. Any such content may not include a sales pitch.

TELEMEDICINE

Advertisements for any platform, including applications and services using two-way video, and other forms of telecommunications technology, that facilitates the use of medical information exchanged from one site to another via electronic communications to (1) diagnose and treat patients and (2) sell and deliver prescription drugs and/or other regulated healthcare products, including dietary supplements and over the counter drugs (“Telemedicine Platform”) are permitted, provided the advertiser:

- Operates legally and has a physical address and telephone number in the United States; and
- Complies with applicable FDA, FTC and state laws and regulations.

Advertisements must include a clear disclosure of the availability and all applicable limitations, exclusions and restrictions of the Telemedicine Platform’s services. In addition, Telemedicine Platforms advertising prescription drug services must also comply with applicable FDA regulations and the following:

- Advertisements must not encourage self-diagnosis and self-treatment.

- Advertisements must include messaging that directs viewers that consultation with a doctor will be required to access prescription drug services.
- Advertisements that mention a specific drug or contain a representation of a drug in combination with claims about the drug must disclose the risks and all other information as applicable, in accordance with FDA regulations.
- Advertisers must submit a letter from the advertiser’s legal counsel certifying that the Telemedicine Platform:
 - Only sells or facilitates the sale of FDA-approved prescription drugs;
 - Does not dispense drugs solely on the basis of an online questionnaire except where permitted under applicable telemedicine state laws or regulations with a pre-existing patient-prescriber relationship that has included a face-to-face physical examination.
 - Has a licensed pharmacist that is reasonably accessible during regular business hours to address consumer inquiries.
 - Provides consumers access to the drug’s FDA-approved prescribing information.
 - Requires a valid prescription from a doctor or other licensed health care professional authorized to prescribe under applicable laws in the state where the consumer is located.
 - Operates its pharmacy shipping services legally and only in states where such pharmacies are licensed by the state board of pharmacy, or equivalent state agency.

TOBACCO AND TOBACCO SHOPS

Effectv does **not** accept advertising for cigarettes, little cigars, smokeless tobacco, electronic cigarettes/inhalers, vapor or vaping products, chewing tobacco, snuff tobacco, or products that promote smoking or tobacco use. Hookah pipes are acceptable with prior Legal Department approval.

Advertisements that depict the use of tobacco products are prohibited, except that:

- On a case-by-case basis, Effectv will consider advertisements that are anti-smoking in nature (e.g., youth smoking prevention campaigns by tobacco companies).
- Advertisements for “stop smoking” products (e.g., patches, 12-step programs, etc.) are acceptable.
- Advertisements for clinics and products for the purpose of assisting people to stop smoking are acceptable.
- Advertisements that depict smoking as a prop shall be reviewed on a case-by-case basis.

Advertising for other tobacco products (pipes, cigars, hookahs on a case by case basis), related paraphernalia and stores specializing in such products may be accepted, but no form of or reference to prohibited content shall be included with acceptable content, including, but not limited to, the use of generic descriptive terms (i.e., “tobacco products” or “tobacco”) anywhere in the spot, excluding the name of the establishment or the establishment’s logo. There shall be no depiction of pricing or the use of any form of tobacco.

Every cigar package and advertisement in the United States is required to clearly and prominently display one of the five following warnings on a rotating basis:

- SURGEON GENERAL WARNING: Cigar Smoking Can Cause Cancers of The Mouth and Throat, Even If You Do Not Inhale.
- SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer and Heart Disease.
- SURGEON GENERAL WARNING: Tobacco Use Increases the Risk of Infertility, Stillbirth and Low Birth Weight.
- SURGEON GENERAL WARNING: Cigars Are Not a Safe Alternative to Cigarettes.
- SURGEON GENERAL WARNING: Tobacco Smoke Increases the Risk of Lung Cancer and Heart Disease, Even in Nonsmokers.

VIDEO GAMES

Advertising for video games and computer software must contain an audio and video disclosure of the ESRB (Entertainment Software Rating Board) rating. Extreme violence, dangerous and imitable behavior, anti-social behavior and sexual themes are not acceptable. Advertising for M-Rated video games will be accepted on a case-by-case basis and will be dayparted.

VIRAL MARKETING IN DISPLAY ADVERTISING

On the Online Services, non-incentivized viral marketing (“tell a friend” or other marketing efforts that rely on one person transmitting a marketing message or offer to others) may be permitted in display advertising only if all the following conditions are met: (i) the “tell a friend” or viral element must be limited to 5 or fewer “friends;” (ii) the “friends” information must be collected and used only to transmit a communication about the marketing or advertisement and this is disclosed to users on the data collection page, and (iii) the offer or advertisement may not come from or mention one or more of the Online Services in the subject line of any email sent as a result of a viral marketing program.

Advertising in support of products, services or promotions that contain an incentivized viral marketing component (campaigns which reward the user,

whether monetarily or with additional sweepstakes entries, prizes, bonus “points”, etc., for forwarding a message to one or more friends or acquaintances), is not permitted on the Online Services.

VISUALS & SUPERS

Visual disclaimers cannot be used to contradict or materially alter a claim. When superimposed copy is used to qualify advertising claims it must be presented so it can be read easily against a plain contrasting background and must be located within a safe title area of the television screen.

Visual disclaimers should be a preferred vertical size of 54 lines and in an anti-aliased font. The first line should appear on screen for at least 4 seconds. Each additional line should appear for 1 second. (e.g. 6 seconds for a 3-line disclaimer). As a general rule, visual disclaimers should appear in a font that is easy to read and remain on the screen long enough to be noticed, read, and understood by an average viewer and audio disclaimers should be clear and loud enough to be easily heard and understood by an average viewer.

The use of horizontal crawls in the lower 1/3 of the screen is unacceptable.

The use of QR codes in advertisements is acceptable, provided the information contained in and/or gathered by the QR code complies with these guidelines and all applicable law.

WEIGHT LOSS PRODUCTS/SERVICES

Advertising for any products or services for the reduction, gain or control of weight products may not depict or be specifically targeted to children or teens and must comply with established nutritional evidence and medical opinion.

Weight loss advertising must disclose that weight loss is achieved as part of a healthy, reduced-calorie diet and exercise program.

Advertising that includes mentions of specific amounts of weight loss or the rate of weight loss that consumers can expect must comply with the following:

1. Mentions of specific weight loss amounts must be accompanied by a disclosure of the amount of time it took to lose the weight (e.g. “I lost 4 pounds in two weeks.”).
2. Mentions of specific weight loss amounts must include a disclaimer that “Results are not typical” or “Results may vary.”
3. When a featured consumer lost weight at a rate faster than what can be expected by the typical consumer, there must be a disclosure containing what the typical consumer can expect to lose or experience in the depicted circumstances (e.g. “most women who follow our plan for 6 months lose at least 15 pounds”).
4. Weight loss testimonials must be accompanied by an affidavit from each consumer and, if a specific amount of weight loss is mentioned, the affidavit must include the amount of weight and the length of time it took to achieve the loss.

All weight loss claims must be supported by valid and reliable scientific evidence. Studies must provide strong evidence that the advertised product, as part of a diet and exercise program, resulted in weight loss above and beyond weight loss caused by diet and exercise alone. Study subjects should be representative of the targeted audience.

The FTC has issued a document that warns against deceptive weight loss claims entitled Gut Check: A Reference Guide for Media on Spotting False Weight Loss Claims. Advertisements must comply with the Federal Trade Commission guidelines. Consistent with the FTC’s recommendations, Effectv will not accept claims that a weight loss product:

- A. Causes weight loss of two pounds or more a week for a month or more without dieting or exercise;
- B. Causes substantial weight loss no matter what or how much the consumer eats;
- C. Causes permanent weight loss even after the consumer stops using product;
- D. Blocks the absorption of fat or calories to enable consumers to lose substantial weight;
- E. Safely enables consumers to lose more than three pounds per week for more than four weeks;
- F. Causes substantial weight loss for all users; or
- G. Causes substantial weight loss by wearing it on the body or rubbing it into the skin.