



ADVERTISING CONTENT GUIDELINES



Comcast endeavors to present its viewers with advertisements that are both tasteful and truthful. Accordingly, the Comcast 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 Comcast 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”), (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.

Comcast 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, Comcast 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 Comcast. Comcast 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.



900 NUMBERS AND “FEE FOR USE” WEBSITES

Advertising for transactions via the telephone or the internet will be considered on a case-by-case basis, provided:

- All charges per use as well as the cost of any products or special services must be clearly disclosed.
- Sponsorship identification must be clear and conspicuous. The sponsor’s business address or business phone number or website must be disclosed.
- The underlying information or telephone programming must not contain false or misleading information.
- The ad must not be sexual in nature.
- Comcast will review the telephone message or website before accepting any paid advertisements and may suspend distribution in the event of unresolved caller complaints or upon evidence that there has been any violation of these guidelines.

ADULT PRODUCTS/SERVICES AND NUDITY

Comcast does not accept video, audio, graphic or text-based advertising for adult products (films, magazines, websites, sex toys, etc.), publications or services. Comcast also does not accept advertisements that contain sexual or excretory activities, depict total or partial nudity, or are, in whole or in part, obscene, vulgar, repulsive or offensive. The foregoing prohibitions include, but are 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.

Comcast will accept advertising content dealing with adult entertainment clubs, novelty stores, and products relating to sexual performance (e.g. condoms, personal lubricant) and/or reproductive related services on a case by case basis. Both the advertising creative and website content will be evaluated to determine approval to run.

ALCOHOL

Subject to the restrictions below, Comcast 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” disclaimer.

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



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 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.

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 must contain disclosure that charges will be incurred.
- Advertisements must contain a sponsorship tag.
- 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 ADVERTISING

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, Comcast 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

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

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

Lotteries: Advertising or information concerning lotteries, except for the lawful advertising of state-sponsored or sanctioned lotteries, is prohibited on the Services. Permitted lottery advertising includes:

- State lottery on (a) a system located in that state, or in another state that conducts a state lottery, or (b) a system that is integrated with a cable system in a state that conducts a lottery if the system is technically unable to terminate the transmission to other states.
- Lotteries or similar schemes which are lawful in the state in which it is conducted and which is conducted by a non-profit or government organization or conducted by a commercial organization and is clearly “occasional and ancillary to the organization’s primary business.”
- Gaming conducted pursuant to the Indian Gaming Regulatory Act are permitted.

Other Non-Lottery Promotions: Advertising for sweepstakes, contests and other non-lottery games of skill or chance (collectively, “Promotions”) is permitted if the Promotion offers a fair opportunity for all entrants to win, does not constitute an illegal lottery, and complies with all applicable federal and state laws. The Advertiser bears all responsibility for ensuring that any Promotion running on the Services complies with all applicable laws. Comcast reserves the right, but will not be obligated, to review or request changes to any advertisement for a Promotion scheduled for distribution on the Services. In addition:



- Advertising for Promotions may not imply that the promotion is approved or endorsed by any government or quasi-government entity.
- Chance-based Promotions must clearly disclose that no purchase is necessary. It is the Advertiser’s responsibility to ensure that the Promotion includes any other disclosures that may be required, depending on the exact mechanics of the Promotion’s entry process and eligibility criteria, as governed by applicable state and federal laws.
- “Everyone wins” Promotions (advertising that falsely or unrealistically suggests that the reader may have been specially selected to receive a prize) are not permitted.
- Sweepstakes and games of chance advertised through placements on the Services may not require any payment by the winner to enter, claim a prize, whether prior to or after having been selected as a winner, except for applicable taxes on the prize value. Promotions advertised through placements on the Online Services may not offer additional entries, prizes, bonus points, cash, or other monetary or non-monetary incentives to users in exchange for the user forwarding messages to the user’s friends and acquaintances.
- Comcast 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.
- NOTE: Medical services/procedures may not be used as sweepstakes/contest prizing.

Raffles: Ads for raffles are permitted only upon receipt of proof of 501(c)(3) registration by the advertiser.

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 Comcast 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 in the advertisement:

- 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.

Video super requirements:

- Contests: super contingent on review of official contest rules
- Sweepstakes: “No purchase necessary, void where prohibited. Open to _____ legal residents.” Super must also include eligibility requirements and/or restrictions, if any; where the Official Rules are available; description of all methods of entry.

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.

DATA-COLLECTING ADVERTISEMENTS ON THE ONLINE SERVICES

Advertisements that collect personally identifiable information from users will be accepted on a case-by-case basis subject to the following:

- Advertisements must properly disclose that data is being collected by Comcast and/or the advertiser, and provide the user with a link to the privacy policies of the parties collecting or receiving the data.
- Advertisements may not collect any sensitive information. This includes information relating to certain health conditions, specific financial information, sexual preference, orientation or interests, political or union affiliation, religion, race or ethnicity.
- Advertisements may not target users under the age of 13 unless COPPA compliant measures are in place to obtain prior verifiable parental consent.
- Advertisements that target users 13-17 years of age must have a COPPA-compliant screening mechanism in place.
- Advertisement that function as communication devices (sends an email or IM to another user or enables SMS messaging to a cell phone or two-way pager) is deemed to be a “Data Collecting Advertisement” for purposes of these guidelines and must meet with all requirements specified here for advertising units that collect data. In addition, “communication device” advertisements must have self-limiting controls in place to minimize potential abuse.



DIETARY (HEALTH) SUPPLEMENTS & HOMEOPATHIC REMEDIES

It is the advertiser's responsibility to ensure that any health claims made in connection with dietary supplements (herbs, botanicals, vitamins, minerals, amino acids, etc.) and homeopathic remedies comply with all federal, state, and local laws and regulations and do not make unsubstantiated or fraudulent health claims. All claims must be supported by competent and reliable scientific evidence such as tests, analyses, or research studies 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

Physicians, dentists, nurses, pharmacists, nutritionists, physical therapists and other health professionals 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.

Comcast will not accept advertisements for products containing any of the following ingredients: ephedra, ma huang, chitosan, human growth hormone (whether natural or synthetic), comfrey, or pyruvate.

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. 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 remedy 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.

If any claims made in advertisements for homeopathic remedies cannot be substantiated, 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

Comcast 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)

Comcast 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 opinion 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.

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. The advertising of tips and other items that may constitute insider information on a particular stock or commodity is not permitted. 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.”



Comcast 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); and
2. that promotes the sale, purchase, or investment in any cryptocurrencies or other similar speculative financial products (e.g. Bitcoin, Litecoin, Ethereum, Zcash, Dash, Ripple, Monero).

Comcast accepts advertising that promotes the following loan products:

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

Advertisers in the foregoing loan product 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. When applicable, any charges and/or fees beyond the advertised interest rates must also be disclosed. Comcast 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 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 financing with little or no regard for a user’s credit or collateral provided they adhere to the following:

1. The advertiser has substantiated any claims regarding its financing; and
2. 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.”

FIREARMS, WEAPONS, AMMUNITION AND FIREWORKS

Comcast does not accept the following types of advertisements:

- Those containing weapons (e.g., firearms, crossbows);
- Those offering free firearms, with or without the purchase of other items;
- Those promoting gun shows;
- Those for stores or retail establishments that sell guns as the majority of their business;
- Those promoting the sale of fireworks;
- Those promoting the sale of ammunition; and
- Those promoting the sale of pepper spray.

Please consult your Comcast sales representative for more information.

FOOD & NUTRITION

It is the advertiser’s responsibility to ensure that any food advertising on the Services fully complies with all applicable laws, including any definitions and restrictions on food-related descriptive words contained in those laws (e.g. the use of terms such as “low sodium” and “reduced calorie”).

FOREIGN LANGUAGE ADVERTISEMENTS

Comcast 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

Comcast 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.

“FREE” CLAIMS

It is the advertiser’s responsibility to ensure that any advertising that claim to offer items for “free” fully complies with all state and federal guidelines with respect to the use of the term “free” in advertising and discloses all material terms and conditions for obtaining the free item (e.g. advertising may not suggest that an item is “free” when receiving the item is in fact conditioned upon signing up for or purchasing the advertiser’s good or service, unless that fact is properly disclosed).

GAMBLING: CASINOS, PUBLICATIONS, HORSE RACING, LOTTERIES, ONLINE GAMING SERVICES AND “PLAY FOR FREE” TUTORIAL GAMBLING

I. The following guidelines apply to advertisements for lawfully licensed betting, gambling, and fantasy sports:

- 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 casinos or for hotels and resorts that have casino facilities are acceptable provided that the advertising complies with applicable federal, state, and local laws.
- Advertisements for dog racing tracks and horse track racing tracks are acceptable provided the advertising complies with applicable federal, state and local laws.
- 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:
 1. “All players must be 21 or older.”
 2. “Only available in [applicable state]. Void where prohibited.”
 3. “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:
 1. The advertiser has been licensed to conduct online gaming by the applicable state; and
 2. Comcast 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:
 1. “Void where prohibited.” or “Not available in all areas.”
 2. “Not a gambling website.”
- Advertisements for online gaming 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 gaming services by the states in which they are located are acceptable. Only Nevada, New Jersey, Delaware and Pennsylvania have passed laws that authorize the issuance of licenses for online poker and/or casino gaming. Online gaming advertisements are subject to the following requirements:
 1. The advertiser has been licensed to conduct online gaming by the applicable state;
 2. Comcast has received evidence of the advertiser’s authorization from the applicable state to conduct online gaming;
 3. The advertisements must contain the following disclaimers:



- i. "All players must be 21 or older."
- ii. "Only available in [applicable state]. Void where prohibited."
- iii. "If you or someone you know has a gambling problem, call 1-800-GAMBLER."

NOTE: Advertisements from offshore gambling websites licensed only 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 gaming, 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," sweepstakes, 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.
- 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 or vehicles will be approved on a case-by-case basis and require prior approval from the relevant government agency.

ILLICIT DRUGS/DRUG PARAPHERNALIA

Advertising for illegal drugs, including medical and recreational marijuana, habit-forming drugs, drug-paraphernalia or retail establishments that promote or sell these products is prohibited (except for advertisements as indicated below, which will be evaluated on a case by case basis). Advertisements for establishments the inventory of which includes products/devices associated with the use of illegal drugs are not acceptable.

Advertisements Advocating for the Legalization of Marijuana: Comcast will accept advertisements related to Marijuana **only** if (i) the advertisements is an issue/advocacy advertisement related to the legalization of marijuana and (ii) the advertisement references a current ballot initiative. 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.

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

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 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 Comcast.

MEDICAL SERVICES AND PRODUCTS DISCOUNTS

Comcast 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.

Comcast will not accept advertising that contains the following:

- Before/After shots with excessive nudity
- Overly graphic photographs
- Cannot show chest or below the waist line.

All photos must be in good taste and appropriate for children.

To avoid any click thru restrictions on the Online Properties, Comcast recommends including a warning before any graphic or nude content is displayed. If a warning message is included, the landing page will not be restricted. An example of a warning message is displayed below:



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.

Comcast 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 use of NBC content requires pre-approval.

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 (*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 business or comment on a private dispute. Advertisements may be accepted if the attack is on a business that is in the public forum or the issue is one of public concern.

PERSONAL PRODUCTS

Comcast 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. Comcast 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.

POLITICAL/ISSUE ADVERTISING

Advocacy or issue advertising (advertisement that promotes a point of view on a controversial issue or a ballot referendum of national, regional or local importance) is accepted on a case-by-case basis. Comcast does not make judgments on an advertiser’s opinions and accepts advocacy or issue advertising that express divergent points of view. Comcast does reserve the right to require substantiation of factual claims made by an advertiser. Advertisements generally will be accepted if there is a reasonable basis for the claims and such claims fall within the bounds of reasonable debate. An advertisement may be rejected if its content is grossly offensive (*e.g.*, on racial, religious or ethnic grounds).

Legally qualified candidate advertising in Comcast’s discretion on a race-by-race basis. Political advertisements by legally qualified candidates must contain FCC and state specific required disclosures.



Sponsorship Identification:

All political advertisements must disclose the party who paid for the ad for at least four seconds at either the beginning or end of the advertisement in a readable and contrasting font equal to 4% of screen height or larger. For example: “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 (1) 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.

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

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 is prohibited.

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 particular profanity must ensure that the “bleep” extends 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

Comcast will accept “tune in” spots, but 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” or “watch 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. Comcast 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. Comcast may impose daypart restrictions on approved advertisements in this category.

“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 also* “Sponsorship Identification” section below.

RELIGIOUS OR CHARITABLE ORGANIZATIONS, ISSUES OR CAUSES

All advertisements that relate to religious or charitable organizations or causes will be evaluated on a case by case basis.

Religious advertisements may be approved only if they contain a general moral theme, meet community standards, are not otherwise inconsistent with these advertising guidelines and do not make unrealistic claims.

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.
- Advertising that proselytizes sectarian doctrine or dogma.
- Advertising that solicits funds.
- Advertising that uses religious imagery.

SIMULATED ERROR MESSAGES & INTERACTIVITY IN DISPLAY ADVERTISING

Advertisements that in Comcast’s 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.

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

Comcast 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,” newsroom settings, call letters or numbers, and teletype sound are may be accepted on a case-by-case basis only if the advertisement contains a prominent disclaimer stating that “This 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 FUNDS

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; and
- 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).

- A 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.
- The sponsor is the person or entity that paid for the ad. (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.)
- 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, and any advertisements that are not clearly for a commercial product or service.
- There is an exception to the sponsorship ID 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 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 by . . .” or “Sponsored by”
- 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.

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 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.

TOBACCO AND TOBACCO SHOPS

Comcast 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 approval.

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

- On a case-by-case basis, Comcast 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 with prior approval, 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.

Gaming Apps will be approved on a case-by-case basis.

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 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.

Visual disclaimer requirements:

- Preferred vertical size is 54 lines and in an anti-aliased font;
- 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);
- The use of horizontal crawls in the lower 1/3 of the screen is unacceptable.

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 this guide. Accordingly, Comcast 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.