



Telemundo Paid Program Policies and Direct Response Requirements

Effective Monday, August 22, 2016 all Paid programs and Direct Response for Telemundo are required to be dual delivered to the following address.

TELEMUNDO NETWORKS
2470 WEST 8TH AVENUE
HIALEAH, FLORIDA 33010
Attn: Lia Chomat
786.337.7569

And

NBC Universal
Media Operations Center
900 Sylvan Avenue
Englewood Cliffs, NJ 07632
201.735.2700

All Instructions must be sent to instructions@telemundo.com

Tape Label Example:

Advertiser: Tristar Products
Product: Slim Jeggins
Duration: 28:30
ISCI or Ad ID: SLJM301431 (**ISCI must be no greater than 15 characters**)
Direct Response toll free number: 800 980-1414
Tape format: Sony HD CAM (HD) - Sony Digi-Beta or Beta Cam/SP (SD)
Audio Format/Configuration: Stereo

All Paid Program and Direct Response tape labels and slates must indicate the following:

Advertiser, brand, duration, ISCI or Ad ID, direct response toll free number, and closing captioning.
NOTE: Advertiser, brand, duration, and direct response toll free number on instructions must match the tape label, slate and sales order as placed. ISCI or Ad ID should end in "H" indicating it's an HD spot.



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1. For all Paid Program and Direct Response requiring Ad Compliance approval send materials **(10) business days** (see [General Procedure for Ad Compliance approval on page 3 of this document](#))
2. All Paid Programs or Direct Response instructions **must be delivered at least (7) business days** before scheduled air date.
3. Do not send air tape until approval process is complete.
4. Each Paid Program or Direct Response must be clearly identified on the tape label and slate by a unique alphanumeric coding of the Industry Standard Commercial Identifier (ISCI/Ad-ID. Note the ISCI/Ad-ID code for native HD assets must conclude with the letter "H". The total number of characters for the ISCI/AD-ID code **cannot exceed 15 characters including the "H"** for HD assets.
5. All Paid Programs must adhere to the **28:30 duration**.
6. **Any Paid Program or Direct Response ISCI not meeting the 15 character limitation will be rejected**
7. The format required is **Sony HDCAM format, material must conform to Telemundo Television Network HDTV Technical Specifications.**
8. HDCAM-SR **not preferred but accepted**
9. **TWO - CHANNEL ONLY SOUNDTRACKS.**¹ At this time Telemundo is only accepting **stereo audio content**. Any exceptions must be approved in as advance. Both the tape label and slate must indicate the presence of SAP. The following audio formats apply in this order of TLMD preference:
 - Provide a **stereo** soundtrack on PCM Ch 1 and 2
 - Provide a **dual mono** soundtrack on PCM Ch 1 and 2
 - For mono audio content, the same audio material shall appear in phase and of equal level on PCM Ch 1 and 2

See Technical Specs on our Commercial Guidelines for specific Technical Specifications:

<http://nbcuni.force.com/commops>



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General procedure for Ad Compliance approval

- For preapproval of Paid Program or Direct Response send materials and documentation (10) prior to air date to DL: TLMDADCompliance@nbcuni.com

Email should include:

- Drop Box link is the preferred method for Paid Program and Direct Response content pre-approval
 - Email with Drop Box link sent for pre-approve should include
 - Link content must include Slate
 - Advertiser
 - ISCI
 - Length
 - Product
 - 800 number
 - Script for content
 - Supporting Affidavits
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- Telemundo reserves the right to render final determination of “acceptance for air” based upon viewing the final version of the produced commercial.

(Please contact Telemundo Ad Sales Compliance Department at **(305) 889-7975** or email at TLMDADCompliance@nbcuni.com regarding compliance issues.)

- Revisions to commercials instructions will take effect as soon as is reasonably possible, generally in three (3) working days after the receipt of the “revised” instructions and/or the corresponding tapes, as well as the completion of the AD Sales Compliance review, if required.