



UNIVISION[®]
COMMUNICATIONS INC

ADVERTISING COMPLIANCE
GUIDELINES
2019

UCI ADVERTISING GUIDELINES

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INTRODUCTION

Univision Communications Inc. ("UCI") owns and operates two television broadcast networks, Univision and UniMás; local television stations; the cable networks, Galavision, TUDN, TUTV and Fusion; radio stations; and associated digital platforms and social media accounts. UCI serves a broad and diverse audience, composed of the vast and fast-growing Spanish-speaking population in the continental United States and Puerto Rico, which encompasses many countries of origin and cultures.

These Advertising Compliance Guidelines apply to UCI and are intended as a tool to assist advertisers, advertising agencies and promotional representatives. They must be observed in the creation and production of commercials, including but not limited to infomercials, billboards, promotions, and other integrated commercial materials for broadcast by UCI and for insertion by our cable and satellite affiliates. These Guidelines do **not** apply to advertising which contain a "use" by a legally-qualified candidate for elective office – an ad which features the identifiable voice or image of the candidate, presented in a positive light.

These Guidelines are not meant to be all-inclusive or complete. They are intended to provide the general framework necessary to maintain the quality and integrity of commercials that will be accepted for broadcast by UCI. UCI, from time-to-time and at its sole discretion, may modify these guidelines to accommodate changes in law or changes in UCI (or industry) practice.

Our guidelines require that all commercials broadcast by UCI be presented in a manner that is truthful, tasteful, and not misleading or deceptive. Commercials must fully comply with all applicable laws, rules and regulations (all such laws, rules and regulations, "Legal Requirements"), including regulations issued by the Federal Trade Commission ("FTC") and Federal Communications Commission ("FCC"). UCI may require, as a condition of accepting proffered advertising, any revisions deemed necessary in UCI's sole discretion to conform to these Guidelines or to any laws, rules or regulations.

The advertiser has the ultimate responsibility of complying with all Legal Requirements. The advertiser should be particularly diligent with claims made in a commercial, as all such claims must satisfy the FTC's substantiation standards. Additionally, commercial "content" must be clearly and accurately presented as such to avoid any ambiguities and to avoid confusing the audience. Advertisers are encouraged to consult with their professional advisors, regarding all applicable Legal Requirements.

UCI reserves the right, in its sole discretion, to accept, reject or require revision of ANY commercial submitted for broadcast at any time, whether or not it complies with these Guidelines.

Clearance of Commercials Procedure

All commercials to be aired over UCI must be cleared and approved by the Advertising Compliance Department ("**Ad Compliance**") prior to broadcast.

To initiate Ad Compliance review, advertiser should submit:

- A copy of the advertisement (if produced) or if the advertisement is not yet produced, a rough-cut copy, storyboard or script; and
- Any required substantiation of claims made in the ad (see "Claim Substantiation" below).

In addition, Ad Compliance may request the following:

- A product sample and label/package insert;
- Authentication of all testimonials and/or comparisons;
- Studies, surveys, tests, research reports, and other data furnished or generated by professional institutions that provide a basis for the claim(s) presented; and
- Any other item or information deemed necessary to comply with these Guidelines, company policies, or laws, rules and regulations.

To avoid delays in the airing of an advertisement, materials should be submitted well in advance of the scheduled air date.

Questions regarding the Guidelines and materials delivery should be directed to the Account Executive.

Confidentiality

All information and materials submitted by advertiser(s) to UCI's Ad Compliance will be treated as strictly confidential.

Claim Substantiation

All material claims, express or implied, including references to the results of research and surveys or tests must adhere to FTC guidelines and regulations.

Ad claims must be substantiated with valid and relevant scientific and/or market research.

Substantiation may include such research methods, as laboratory testing, clinical studies, surveys and field tests.

To avoid post-production revisions or other last-minute issues, appropriate substantiation must be submitted well in advance of production or scheduling of any commercial.

Substantiation must be submitted to the Ad Compliance department for review to adcompliance@univision.net.

Community Sensibilities

Commercials must be free of obscene, indecent, profane, vulgar, or any other language gestures, and/or images that UCI believes, in its sole discretion, may be offensive or violate local, state or federal law or policies.

UCI will not accept any commercial that it believes, in its own discretion, may misrepresent, ridicule or attack an individual or group of individuals on the basis of race, sex, sexual orientation, religion, creed, age, national origin, ethnic derivation, physical mental handicaps, or any other reason to avoid damaging or demeaning stereotypes.

Advertisers are urged to exercise caution to ensure that language acceptable in some Spanish-speaking communities, but offensive in others, is not used inadvertently.

Advertising which promotes or depicts, violence, crime, obscenity, or any other forms of anti-social behavior is unacceptable.

Due to heightened community sensitivities during national and international tragedies, it may be necessary to reconsider or reexamine audio and/or video in commercial messages, even if previously approved.

Comparative Advertising

Comparisons and demonstrations must be based on specific differences between the products or services advertising, comparing similar or related properties or ingredients. Such comparisons must be significant and meaningful.

The advertiser must substantiate all comparative claims made in a commercial, meet all regulatory and industry standards (including but not limited to standards of the National Advertising Division of the Council of Better Business Bureaus), and observe the following:

- Identify competitors and present them fairly.
- Avoid the use of unfair business practices including the use of any content which could disparage, defame, slander, libel or present competitors in a deceptive, misleading or potentially misleading light.
- Use side-by-side product comparisons only if the advertiser satisfies all substantiation of claims requirements.

Competitive Media

UCI, at its sole discretion, may consider advertising from competitive media companies based on the following guidelines.

- No mention of day, date or time of the program/event are identified in the commercial.
- No competitive ads from Spanish language media.
- Creative should not exceed a duration 30 seconds.

UCI may reject any commercial which in its sole discretion, may be competitive to any program broadcast on any of the Networks or Stations, or is otherwise contrary to UCI's business interests.

Contests and Sweepstakes

Advertising for an advertiser-sponsored contest or sweepstakes is acceptable. However, advertisers are obligated to design and undertake contests/sweepstakes in compliance with applicable Legal Requirements, including those that address lotteries, games of chance, prizing and gifts. Commercials that include contests/sweepstakes must contain the following information:

- How to obtain a complete set of rules.
- Approximate retail value of the prize.
- Information on alternative methods to enter (if applicable).
- Entry deadlines of the promotion.
- Restrictions and/or eligibility requirements.
- Name and contact information on sponsors or prize suppliers.
- A reference to participating locations if only some retail outlets are involved in the promotion.
- Statements with the disclosures “No Purchase Necessary” and “Void Where Prohibited”.

Controversial Content

UCI will consider on a case-by-case basis advertising that presents a position on a controversial public issue.

At all times UCI reserves the right to accept or reject such advertising.

All approved advertising may be restricted from specific programming or digital platforms.

Advertising that presents a position on a controversial public issue may be unacceptable if:

- Its content, or other content referenced in or associated with the ad, or otherwise disseminated by the advertiser, is deemed offensive;
- It is an attack of a personal nature, an attack on an individual business, or a comment on a private dispute;
- It contains violent or otherwise graphic or potentially offensive content that is deemed to be inappropriate for our audience or incompatible with any of our other advertising standards;
- Its content or style of production is otherwise deemed inconsistent with any corporate policy or general standards, as determined by UCI.

Digital

UCI encourages advertising in the digital platforms from organizations, whenever the message is in compliance with all applicable laws and governmental rules and regulations, including the Digital Advertising Alliance and the rules promulgated by the Federal Trade Commission, Privacy Policies and Children's Online Privacy Policy.

For more information of clearance of advertising in the digital platforms, please refer to UCI's Ad Choices and Privacy Policy.

Disclaimers/Disclosures

Disclaimers cannot be used to oppose a claim.

Visual disclaimers/disclosures must be legible and appear on the screen for no less than five (5) seconds,

Audio disclaimers/disclosures should be easily heard and understood.

Ad Compliance may request specific disclaimers/disclosures depending on the service, product or promotion being advertised.

Dramatizations and Re-Enactments

Commercials containing dramatizations or reenactments of actual events must include a disclosure informing the viewers that the event is a dramatization or a re-enactment.

Endorsements and Testimonials

Affidavit of the endorser may be required by UCI.

Endorsements and testimonials must honestly and accurately reflect the opinions, findings, or experience of the individual endorsing the product or giving the testimonial.

Endorsements by Talent must be cleared by UCI.

Environmental Claims

All environmental claims for a product, package or service must be reasonably substantiated (for example, environmentally friendly, eco-friendly, ozone safe/ozone friendly, green, recyclable, non-toxic, biodegradable, compostable).

Language

Spanish language should be used in all commercials/paid programs, subject to these exceptions and variations as approved in writing by UCI.

- **Commercials**

Commercials may air over UCI network/stations during tent pole events, sports programming, and commercials for movie trailers, music, taglines, video games, etc. that are inherently in a language other than Spanish.

In addition, UniMás, Galavision, TUTV, Fusion and radio stations will accept English-language commercials.

All UCI will accept bilingual and dubbed spots.

All UCI accepts subtitled spots, however for UCI use of subtitling should be minor.

- **Infomercials (Paid Programs)**

Univision stations may allow from time to time English language infomercials, market restrictions will apply.

Infomercials airing over UniMás stations, Galavision, TUTV and Fusion may air in English with time placement restrictions.

Bilingual infomercials may air on Univision stations, UniMás network/stations, Galavision, TUTV, TUDN and Fusion networks.

Dubbed and subtitled Infomercials may be allowed on UCI on a case-by-case basis.

Live

UCI will not accept commercials that include the word "live" when inaccurately identified or misrepresented as a real time broadcast.

Multiple Products/Services in Commercials and Infomercials

Commercials may not portray more than one product/service at the same time unless the product/service is part of an overall advertising campaign (for example, restaurant chain includes toy characters from a movie with their children's meals).

News Techniques

Advertisements may not contain language, audio/visual approaches nor formats that simulate news broadcasts/settings which could create confusion. UCI in its sole discretion may prohibit other techniques.

Piracy and Infringing Activities

The intellectual property rights of others is respected and enforced by UCI. Advertisements for services, products or other mechanisms that may be used to infringe other's intellectual property rights will not be accepted by UCI. An advertisement that includes infringing activity includes but is not limited to the illegal dissemination of content; the selling/offering of content on unauthorized platform(s); the circumvention of copyright, trademark, or other affixtures in representation of content ownership; and/or any other unauthorized peer-to-peer sharing of content.

Public Symbols

Commercials must be free of any disrespectful use of the flag, national emblems, anthems or monuments.

Safety

Advertisers must at all times comply with safety procedures under applicable Legal Requirements, policies and practices prescribed by the entertainment and/or advertising industries, or that are otherwise prudent. All advertising which disregards normal safety precautions will not be accepted.

Particular attention must be paid to ensure that children are not inadvertently encouraged to undertake dangerous activities. Children shall not be represented, except under proper adult supervision, as using or being in proximity to a product or a situation recognized as potentially dangerous to them.

Sponsor ID/Commercial Mentions

Sponsorship identifications must comply with the Communications Act, with FCC rules and regulations, and any other applicable government rules and regulations, as these may be amended from time to time. Appropriate identification of the sponsor(s) must be made in all cases.

- ***UCI Programming***

Certain Television Station programming and Network Programming may provide opportunities for the paid placement or integration of commercial products or services. Any placement or integration of a product in such a program will always be disclosed on air, at the time the program airs, with language such as "promotional consideration paid by" or "sponsored by," as required by law. Also, if a party provides any consideration (including prizes) to have specific program material broadcast, then there must be a disclosure on air that the program material or promotion is "sponsored by" or "paid for by" that party. Any "teaser" advertising the program material or promotion must mention the name of the sponsor or its product. All programming shall follow UCI's programming guidelines. UCI does not provide product placement or integration within newscasts and does not give news coverage in exchange for business. UCI does allow the sponsorship of sports, health, weather and specialty segments in newscasts, subject to the appropriate disclosures.

- ***Standard Advertisements***

With respect to a standard advertisement for a commercial product or service, which is clearly an advertisement (that is, not a product integration or placement), it is sufficient sponsorship identification for the advertisement to mention the sponsor's corporate name, trade name or product name in the content. Issue and candidate advertising are subject to additional disclosure requirements. A website URL does not necessarily constitute adequate sponsorship identification unless it is the official name of the sponsoring entity.

Stereotyping

Commercials must be free of presentations that stereotype or demean persons on the basis of their sex or sexual preference, culture, ethnic origin, color, creed, religion, culture, or impairments.

Subliminal Messages

The use of subliminal perception techniques is generally unacceptable. Any audio or video technique which attempts to convey information to the viewer by transmitting below the threshold of normal awareness (for example, an image that registers subconsciously) is not permitted.

Talent in Commercials

Requests for Network or Television Station talent to appear in commercials will be considered on a case-by-case basis. Approval may be conditioned, among other things, on whether the commercial is consistent with the talent's image, the frequency such commercial is to air, scheduling restrictions, etc. It is UCI's standard policy not to permit news anchors or reporters to appear in commercial announcements, and talent is not typically permitted to voice or appear in political advertisements or to request donations.

Telephone Number Information

- ***U.S. Domestic***
Advertisements that include telephone number information must disclose the applicable area code.

- ***International***
In the event an international telephone number is included, it must be clearly stated that any additional charges may apply.

- ***900 Service (Entertainment)***
In the event a 900 telephone number is included, the advertisement may be accepted provided that the following is contained:
 - The cost of the initial phone call and the charges for each minute thereafter.
 - Information regarding the cost for party lines, conference calls, or any other pay-per-call services to which the caller may be transferred.
 - A statement to the effect that the service is only available only to individuals 18 years of age or older.

UCI should be assured by the advertiser that the public will be able to communicate in the Spanish language.

Texting Services

UCI will accept advertisements for mobile texting provided that they comply with all the applicable laws and regulations. Where applicable, the advertisement must adequately disclose that message and date rates may apply.

Third-Party Rights

UCI will not accept advertising that includes any element of intellectual property for which the advertiser has not obtained the owner's consent to use, including but not limited to music rights.

UCI will also not accept advertising that gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition. Submission of a commercial constitutes warranty to UCI that all elements have been cleared with respect to intellectual property rights. Advertiser must submit proof of clearance upon request by UCI.

Use of UCI Logos, Trademarks and Intellectual Property

Advertisers may not create associations or sponsorships of an event or imply any other relationship with UCI (for example, UCI material/footage, UCI logos, trademarks or tradenames) without prior written consent.

Reservation of Rights

UCI reserves all rights with respect to their business and operations including, but not limited to, the clearance, scheduling, programming, and broadcast of commercials and, in their sole discretion, UCI may (or may not):

- Review commercials and accept or reject any commercial at any time prior to the scheduled broadcast time, or anytime thereafter.
- Conduct background or financial inquiries on advertisers.
- Confirm/investigate the accuracy of the statements/claims presented in commercials.
- In addition to the documentation that an advertiser is required to provide under these Guidelines, UCI may require an advertiser to furnish additional documentation to substantiate, to its satisfaction, any of the claims made in a commercial.
- Require an advertiser to eliminate, add or revise any element of a commercial.
- Revoke the prior clearance of any commercial.
- Determine the scheduling, format, quantity and length of all commercial breaks during and adjacent to programs broadcast by UCI.
- Determine the number and placement of commercials.
- Determine what promotions and other announcements are placed within each commercial break.

The final and overriding principle, however, is that UCI reserves the right, in its sole discretion to accept, reject or require revision of ANY commercials submitted for broadcast at any time, whether or not they comply with the Guidelines.

The implementation of these Guidelines will be supervised by UCI's Ad Compliance Department. Any legal questions regarding these guidelines or their implementation should be referred to the office of the Chief Legal Officer.

ADVERTISING CATEGORIES

In addition to complying with all Legal Requirements, UCI also requires compliance with the following guidelines for advertising in the following categories:

Adult Entertainment

UCI will review advertisements for “Adult” products or services on a case-by-case basis. Subject to approval, scheduling restrictions will apply.

Alcoholic Beverages

Commercials for alcohol products and services should reflect generally-accepted contemporary standards of good taste. Any commercial for or featuring alcoholic beverages may be subject to scheduling restrictions based upon the nature of the advertised product, audience composition and other factors. The use of UCI talent, professional athletes or well-known amateur sports figures in commercials for alcoholic beverages will be considered on case-by-case basis.

The following disclosures are required:

- The name and address of the beverage producer.
- The corporate name of the distiller/distributor when the name is part of the brand name or required by law.
- A “drink responsibly” or similar message in audio and/or video.

The following are unacceptable:

- Targeting, portraying or encouraging alcohol consumption by individuals that are not of legal age.
- Equating alcoholic drinks or products with a “mark of adulthood” or “rite of passage”.
- Portraying the use of alcoholic products as necessary to maintain a certain social status or to achieve personal success, sexual prowess, to relieve stress or solve personal problems or as the sole purpose for an activity.
- The use of terms such as “extra strength” in association with alcohol products.
- Promoting the alcoholic product by claims of its “intoxicating effects”.
- Associating alcohol consumption with any activity that demands alertness, dexterity, sound judgment or safe operation of machinery.
- Portraying excessive consumption, drunkenness, or loss of control and inhibitions as humorous.
- Degrading the image, form, or status of women, men, or of any ethnicity, minority, sexually-oriented, religious, or other group in the use of alcoholic products.

- The use of any lewd or indecent images, language, religion, religious themes.
- The gratuitous use of alcoholic beverages as props in non-alcoholic beverages.

The following is acceptable subject to the Alcoholic Beverages and DISCUS guidelines:

- **For Beer, Malt Beverages, Champagne, or Wine**
Commercials of up to 24% alcohol content will be accepted.
- **For Non-alcoholic Products Used with Distilled Spirits**
Commercials for products used with distilled spirits will be accepted as long as the commercial for the non-alcoholic product does not contain explicit or implicit reference to the distilled spirits or to the popular drinks associated with the distilled spirits, such as "Screwdriver," "Bloody Mary," and "Martini". See DISCUS guidelines to confirm current law.
- **For Retail Store Liquor Ads**
Commercials for liquor stores advertising beer/wine/champagne products are subject to the 24% alcohol content limitation or will otherwise be subject to the restrictions placed on advertisements for hard liquor (see below). Please note that state laws may apply to the advertising of alcoholic beverages.
- **For Restaurants; Other Services**
Restaurants, airlines, or any other business, whose main service or product is not alcohol, may incidentally and casually mention or display in advertisements the availability of "cocktails."
- **For Hard Liquor**
In general, UCI will consider advertisements for hard liquor in compliance with DISCUS guidelines and subject to the following audience composition (71.6% 21+). Placement restrictions will be scheduled as follows:

TV

- After 10PM for the Broadcast networks (Univision and UniMás)
- Anytime for the Cable networks (Galavision and TuTV)
- Anytime for Live Sports, Sports Programming, Tentpoles
- After 8PM for the Univision Unwired Network
- Anytime for Integrations

Digital

70% of audience must be 21 or older.

Radio

After 3PM on weekdays/12 pm on weekends

- **Rehabilitation Clinics**

Advertisements for clinics intended for the treatment and relief of alcohol abuse may be acceptable.

Animals

Commercials that depict inhumane treatment of animals are unacceptable. If commercials feature animals, a letter from the Humane Society or from the trainer indicating compliance with acceptable standards of humane treatment must be provided.

Anti-Law Enforcement Devices

UCI will not accept advertising for devices designed to hinder law enforcement or law enforcement personnel, including but not limited to radar detectors, radar jamming devices, items designed to obscure license plates, or the like.

Aphrodisiacs

UCI will not accept advertising for aphrodisiacs.

Automobile Dealers

Commercials for automobiles must include the make, model and year of the vehicle, and state whether the car is a used vehicle. Where vehicles are shown with optional features not included in the stated price, an appropriate disclosure must be made. Any material relating to leasing or financing terms must also comply with the Financial Advertising section below.

Bait and Switch Techniques

The use of “bait and switch” techniques, which feature goods or services not available for sale but designed to induce the public into purchasing something else, is unacceptable.

Billboards

All billboard (that is, on-air in-program graphic) claims must be supported with the necessary disclaimers. Placement of billboards will be subject to scheduling restrictions.

Cannabidiol (“CBD”)

UCI’s Ad Compliance department will review advertisements for CBD products on a case-by-case basis. Subject to approval by Ad Compliance, UCI’s networks and local Television/Radio stations may accept CBD advertisements. Such advertising must conform to all Legal Requirements and the following guidelines:

- Advertiser must certify that it complies with all Legal Requirements governing the production and sale of hemp products, including:
 - Any regulations adopted by the Food and Drug Administration (“FDA”) or US Department of Agriculture (“USDA”);

- Any licensing or other requirements from the state in which the product is to be sold or distributed; and
- Any applicable state and local regulations (for example, California Department of Health prohibits the sale of CBD in food or dietary supplements; L.A. County Dept. of Public Health prohibits inclusion of CBD in food products).
- Advertiser must certify that the product being advertised contains less than 0.3% delta-9 THC concentration on a dry weight basis.
- Advertiser should provide substantiation, if any, for all medical claims contained in an advertisement (for example, treatment of anxiety, pain, inflammation, etc.).
- In addition, advertisements for CBD products must include each of the following disclosures:
 - This claim has not been evaluated by the Food and Drug Administration.
 - This product is not intended to diagnose, treat, cure or prevent any disease.
 - Results may vary. Consult with your doctor or healthcare provider before use.
- Advertiser must inform UCI if it has obtained any required approvals from the FDA, USDA and/or applicable state authorities for the sale and advertising of the product. (Note: The existence or absence of any such approval will not, in itself, be grounds for accepting or rejecting an advertisement.)
- Advertiser must provide a list of all other media outlets where a submitted advertisement is currently airing.

All disclaimers on Television must be in legible font and on screen for no less than 5 seconds. If on Radio, it must be presented at a pace that provides listeners ample time to hear and understand each one.

Charitable Appeals

Advertising for charitable appeals and the solicitation of funds will be considered by UCI on a case-by-case basis. Where applicable, clear sponsorship identification will be required. UCI will not accept advertising for charitable appeals or solicitation of funds from groups that promote positions based on political, religious or other social views.

Chatline Services

UCI will review advertisements for chatline services on a case-by-case basis. Advertisements must include the disclaimers, "For entertainment purposes only" and "Must be 18 years or older". Subject to approval, advertisements may only air from 12am-4am.

Children's Advertising

UCI recognizes the importance of serving the educational and informational needs of children. Commercials airing during or immediately, or following, children's programming should be appropriate to the age group targeted by the program and must comply with the following guidelines.

Children's Advertising should avoid:

- Blurring the distinction between program content and commercial matter.
- Directing children to ask a parent or other person to buy a product or service.
- Causing/provoking confusion, anger, fear or anxiety in children.
- Depicting dangerous activities which might be emulated by children.
- Depicting violent, dangerous, or antisocial behavior.
- Depicting guns and/or realistic weapons.
- Depicting tobacco products, drugs, or alcoholic beverages.
- Using inappropriate language or sexual references.
- Reference to non-prescription medications, vitamin supplements, alcoholic beverages, personal products, or products bearing child warning labels.
- Glamorizing, exaggerating, or distorting the characteristics or use of a product or service.
- Using peer or parental pressure or approval tactics to promote a product or service, including the use of exhortative language ("You have to see this film").
- Oversimplifying the price by using words such as "just" or "only" or other similar words that could mislead or confuse a child.
- Reference to 900 number or pay-per-call services except for bona fide educational products or services.

Children's Advertising should always:

- Disclose, in the audio portion of a commercial, if the advertised product requires partial or full assembly, requires additional items to function as depicted, such as "Batteries Not Included," or requires additional purchase to complete, such as "Dolls Sold Separately."
- Make required disclaimers or disclosures in simple and clear language and in a manner that is easily understood by children.

- Use comparison advertising only with the prior consent of UCI. UCI may consider requests for comparative advertising and may approve or reject any request in its sole discretion. If approved, the commercial must:
 - Satisfy all applicable requirements including, but not limited to, these guidelines concerning the substantiation of claims and
 - Present the comparative information in a manner that can be easily understood by children.
- If such advertising is intended for broadcast within or adjacent to programming aimed at an audience of children 12 or younger, comply with all FCC regulations, including but not limited prohibitions against “host-selling” (that is, the use of characters from that program to sell products or otherwise sell products related to characters in that program).
- Refer only to internet websites that are in full compliance with all regulations and industry standards, including but not limited to those relating to children’s privacy protection.

In addition, certain children’s television programs on the Univision and UniMás Networks impose contractual restrictions on types of advertisements that may run during those programs and the content in them.

- **Contests/Sweepstakes**

Contests and sweepstakes, as well as the prizes to be awarded, must be appropriate for the target audience. Terms and conditions must be set forth in simple language easily understood by the target audience.

- **Food and Nutrition**

Commercials must promote generally accepted standards for nutritional eating requirements. Commercials for breakfast-type products must contain at least one (1) audio and /or one (1) video portrayal of a well-balanced meal.

- **Toys**

Commercials relating to toys must:

- Not distort, misrepresent or glamorize the product.
- Clearly depict the product in the body of the commercial.
- Avoid references to optional extras that are not included with the toy.
- Appropriately inform viewers if additional items such as batteries, computer programs, etc., are necessary in order to make the product functional.
- Present the product by still video during the last four (4) seconds of the commercial.

- Not contain costumes or other props that do not accompany the toy, or which are not readily available to children without additional cost.
- Where applicable or when deemed prudent, portray generally recognized safety standards.

Commercials must avoid encouraging excessive/indiscriminate use of any of the products advertised.

- **Adult-Targeted Spots**

Subject to approval by Ad Compliance, commercials targeted to adults for airing during children's programming may be accepted on a case-by-case basis.

Direct Response

Direct response commercials must comply with the following:

- Each commercial should include the full name, street address, city, state and zip code of the sponsor and/or the order address. In the event an advertiser uses a web address, an alternate mailing address or toll-free number should also be provided.
- Viewers should be able to communicate with the sponsor in the Spanish language.
- The price of the product should be disclosed in the commercials as well as any additional charges beyond the advertised price (that is, postage, shipping, and handling, etc.).
- Commercials must indicate the actual anticipated time for delivery if it will exceed thirty (30) days from order date.
- The sponsor must provide the customers with a refund for returned items by disclosure or written submission to Ad Compliance.

For program-length paid advertising, see Infomercials section below.

Emergency Advisories

The use of false or deceptive Emergency Alert System (EAS) and Wireless Emergency Alert System (WEAS) signals or tones, simulations or other related sound effects that may confuse or alarm viewers/listeners are prohibited (for example, "We interrupt this program", "Attention", "This is a test").

Financial Advertising

All financial products and services advertisements must follow applicable Legal Requirements, including, Federal and States Securities laws such as Financial Industry Regulatory Authority (FINRA), the Municipal Securities Rulemaking Board (MSRB), the Securities and Exchange Commission (SEC).

- ***Financial Products or Services***

Commercials for financial products or services must clearly and accurately describe the nature of the product or service. The following information must be presented visually and/or orally:

- Identify the product or service by name and by type (for example, credit card, debit card, loan, consumer lease).
- All relevant restrictions and qualifications must be disclosed (for example, if a spot promotes the fact that a card may be used in over 10,000 ATMs nationwide, include ATM withdrawal fees).
- Include statement: "Other charges will apply. Consult the terms and conditions of use agreement."

- ***Credit Cards***

Advertisements for credit cards must not:

- State or imply that a product is a credit card if in fact it is not; or
- Guarantee success for a loan or credit card and require a fee prior to the consumer receiving the guaranteed loan or credit card.

- ***Credit Repair or Debt Consolidation Services***

Advertisements for credit repair or debt consolidations services should not:

- Offer to repair a consumer's credit but require a fee in advance.
- Recommend that the consumer refrain from contacting the credit reporting bureaus directly.
- Include offers (for example, "We can erase your bad credit – 100% guaranteed, create a new credit identity – legally" or "We can remove bankruptcies, judgments, liens, and bad loans from your credit file forever").

- ***Automobile Financing***

Commercial must disclose the financing terms, conditions and charges that apply in a legible manner, must appear on air for a sufficient time to be read by a typical viewer, and comply with Regulation Z and other Legal Requirements.

- ***Prepaid Reloadable Payment Cards and Related Services***

UCI will accept advertising from and/or perform marketing on behalf of open loop prepaid reloadable payment cards and/or the brands associated with prepaid payment cards with the following understanding:

- Such advertising and/or marketing must utilize a materially different creative approach from that used for the Univision Prepaid Card, so it is clear that Advertiser's card is not endorsed by UCI or related to the Univision Prepaid Card.

This would entail no use of the following:

- The marks and logos of UCI and/or those for any UCI-produced property;
- Talent that is currently under contract with UCI or has been in the last year. In addition, no person can be used who has appeared in Univision Prepaid Card marketing materials or is otherwise publicly associated with the Card; and
- A product name or prominent marketing elements, which use the trademarked words of UCI or words with close association to the trademarked words (for example, the "Uni" card).

The marks and logos of UCI and/or those for any UCI-produced property may not be used for promotional purposes.

No advertising, marketing or linkages will be accepted on UCI's web, mobile, and other interactive platforms.

- **Stocks/Bonds**

Advertisements for the purchase of specific stocks or bonds specific that mention quotes or prices are not acceptable.

See Guidelines on Investment Services below.

Firearms

UCI will not accept advertising for firearms (including gun shows), ammunition, and other dangerous weapons/devices. Advertising for retail department, sporting goods or outdoor/camping stores that contain fleeting images of firearms sold by such stores along with images of other products will be considered.

Fireworks

UCI's networks will not accept advertising for fireworks. UCI's television and radio stations may accept advertising for fireworks if they serve states in which fireworks advertising is legal. Such advertising must conform to all Legal Requirements and the following guidelines:

- Children may not be depicted without adult supervision; and
- Appropriate disclaimer must be added stating "For use only where permitted by law".

Food And Nutrition

All food advertising must comply with the food labeling regulations issued by the FDA and the United States Department of Agriculture (USDA), and the Nutrition Labeling and Education Act of 1990 ("NLEA"). In addition, commercials must comply with the following:

- Commercials may not exaggerate the nutritional value of food.
- Commercials including descriptions of nutrients ("low fat", "good source", etc.) must comply with the applicable definitions under the NLEA.
- Commercials including health related claims should indicate the importance of a balanced diet.
- UCI will consider on a case-by-case basis commercials for meal substitutes.
- Exaggerated or overly broad health or nutritional benefit claims are not permitted.
- Commercials including claims that suggest food ingredients will result in mental and/or physical enhancement will be unacceptable, unless substantiation is provided (for example, Energy Drinks, Boosters or Enhancers).
- In addition to compliance with this section, commercials targeting children must comply with the requirements set forth in the section of Children's Advertising.

Gambling

Generally, UCI will not accept commercials promoting gambling activities, including but not limited to, commercials for publications that deal with gambling activities, "*tip sheets*," or other devices, activities or services designed or intended to provide the odds of winning or to promote gambling, except as provided below:

- ***The Networks and the Television Stations***

Hotels and Casinos

The Networks, and the Television Stations may accept commercials for hotels and resorts with casinos provided:

- The content of these commercials complies with Legal Requirements applicable to hotels and resorts that hold gaming licenses, and
- Gambling activities are neither portrayed nor promoted in the commercial.

The word "casino" may be used aurally or visually only if the word is part of the legal name of the business being advertised (for example, "ABC Resort Hotel and Casino").

- ***Television Stations***

The Television Stations may accept commercials for lawful gambling activities as specified below, so long as such commercials are not instructional in nature (how

to play/bet), do not encourage betting or contain information about bookmaking activities (such as betting, betting odds or changes in betting odds).

State Lotteries

Commercials for State Lotteries may be accepted so long as they are located in the state (operating the state lottery) and licensed to a community.

Commercials for State Lotteries out of the state's location or community's license may not be accepted, without UCI approval (showing consistency with state and local laws).

Native American Gaming

In order to be considered for carriage, advertisers seeking to place commercials on any of the Television Stations for Native American Gaming must demonstrate the following to UCI's satisfaction:

- Whether the Games are Class I (ceremonial or celebration-type Native American Gaming), Class II (bingo/lotto), or Class III (Casino gambling-type games and sports book);
- If Class II bingo or lotto, that such games
 - will be held on tribal land,
 - will be operated by the tribe and
 - are permitted in the state in which the activities are to be held and, if different, in the states in which the Station is located and to which it is licensed;
- For Class III casino-type gaming, that such games
 - will be held on tribal land,
 - will be operated by the tribe and
 - are permitted by a tribal-state compact entered into by the Native American Tribe (that owns/operates the casino) with the state in which the gaming is located, and that the compact has been approved by the National Indian Gaming Commission.

If the Station is located in a state other than the one in which the gaming is located, the Station must also be able to demonstrate that the advertising of such gaming is legal in the state in which the Station's community of license is located and in the state in which the Station itself is located (if different from the community of license state).

Private Casino Gambling

In order to be considered for carriage, advertisers seeking to place commercials on any of the Television Stations for private, commercial casino gaming must demonstrate the following to UCI's satisfaction:

- Casino gambling is legal in the state in which the casino is located; and
- Casino gambling is legal in the state in which the Station's community of license is located and in the state in which the Station itself is located (if different from the community of license state), or that the laws of these states do not prohibit advertising of casino gambling.

Lotteries or Games of Chance

Commercials for lotteries or games of chance that involve the three elements of prize, chance and consideration are generally not acceptable unless they involve the limited activities described herein:

- Bingo and similar games conducted on and operated by a Native American reservation licensed to operate such games,
- Lotteries operated by a governmental agency,
- Legal casino gambling in states where such gambling is conducted in conformity with local laws or
- Games of chance where no consideration is required to participate or win.

For any commercial that may be accepted under this category, the commercial must not:

- Mislead or exaggerate the chances of winning money or prizes,
- Directly or indirectly praise any person who engages in any form of gambling,
- Portray fictitious winners or prizes, or
- Otherwise falsely represent winners or prizes.

Gambling Websites

UCI's networks will not accept online gambling advertisements because they serve jurisdictions in which such gambling is not legal. Subject to approval by Ad Compliance, UCI's television and radio stations may accept online gambling advertisements if they serve states in which online gambling is legal (currently only Nevada, New Jersey, West Virginia, Mississippi and Delaware). Such advertising must conform to all Legal Requirements and the following guidelines:

- Advertiser must sign an indemnity agreement clearing the Station against any losses resulting from the Station's acceptance of the advertisement.

- Advertisement must include information on terms and conditions of play or contain a prominent disclosure of where such terms and conditions may be found (for example, link to page on advertiser's website).
- Advertisements containing testimonials from "real players" must be accompanied by signed affidavits from the advertiser testifying to veracity of claims. Disclaimers must be included when an advertisement contains a dramatization, reenactment or actor.

In addition, online gambling advertisements must include the following in a prominent manner:

- State(s) where advertised service is legal (for example, "Only for players in New Jersey" and "Void where prohibited by law". This requirement is particularly important for stations serving multiple states, where online gambling is legal in only one of those states, such as the New York market
- Legal age to play;
- If testimonials from winners are included, "Results not typical" (or similar);
- Display a socially responsible message such as "Play Responsibly" or provide a resource for getting help with gambling addiction such as "1-800-GAMBLER; and
- All disclaimers must be in legible font and on screen for no less than 5 seconds.

Get-Rich Quick Schemes

UCI does not accept advertising for get-rich quick schemes that include misleading claims such as, promising employment or earnings.

Guaranty/Warranty

Commercials offering a "guarantee" or "warranty" (or words to this effect) must clearly and accurately disclose the material terms and conditions of the guarantee/warranty offer.

Health Related Products

UCI will not accept commercials for products making or implying unfounded, extraordinary or "miraculous" results.

All implied and express health claims must be evidenced by clinical studies and consumer testing.

UCI will not accept commercials for adult use that include Children (12 and under) except for incidental background appearances, and commercials for medication targeted for children.

Scheduling restrictions will or may apply to advertising for all health related products

Commercials that include a health care professional must be authenticated with the proper disclosure (for example, Dr. John Doe is a licensed professional in Argentina).

Actors representing health care professionals must provide proper affidavits and applicable disclaimers (for example, Actor, dramatization, reenactment).

- ***Dietary Supplements***

UCI may accept commercials for dietary supplements. UCI, in its sole discretion, may require that disclaimers be added (for example, This product has not been evaluated by the FDA and it is not intended to prevent, treat, cure or diagnose any disease).

Product label should also be submitted to Ad Compliance.

- ***Over the Counter Products***

UCI may accept commercials for over the counter products.

Commercials that include claims for Over the Counter (“OTC”) drugs and medical devices must be supported with factual information and adequate disclosures.

The phrase “Use only as directed” must appear visually within the commercial.

- ***Prescription Drugs***

Consumer-directed prescription advertising is acceptable provided that it complies with the provisions of the Food, Drug, and Cosmetic Act, with any other applicable regulations or guidance issued by the FDA, and all applicable Legal Requirements.

- ***Medical Devices and Therapy Services***

UCI accepts advertising for medical devices/services offered by a state-licensed physician, therapist or counselor.

- ***White Coat Rule***

Advertising for products or services that include testimonies from health care professionals or actor representations must include adequate disclaimer.

Hypnotism Services

Advertising for clinical hypnotism services may be considered by UCI, on a case-by-case basis. Commercials for these services must not depict hypnotic techniques that can be easily imitated by viewers.

Illegal Drugs

UCI will not broadcast advertising for products or services related to or associated with illegal drugs.

However, advertisements for clinics intended for the treatment and relief of drug abuse may be acceptable.

Infomercials

All infomercials (that is, program-length paid advertising) must comply with all clearance procedures and content requirements in these Guidelines. In addition, in the event that an infomercial is cleared for broadcast, advertisers must observe the following:

- Include a statement that the program is “paid for.”
- Identify the sponsor and ensure that the sponsorship information is presented clearly and in a manner that is easily understood by viewers and fully complies with the FCC rules (for example, “The following/preceding is a paid commercial program for [NAME OF PRODUCT] brought to you by [NAME OF SPONSOR]”). If the program does not include sponsorship identification, the Network or Television Station will add the identification itself, by chyron over the program content, at the beginning and end of each paid program.
- The sponsorship information must be made at the beginning and end of the program.
- If the paid programming contains breaks during which a viewer is given the information on how to order the product featured, the sponsorship information must be repeated before each break.
- All infomercials must be closed captioned in the Spanish language. In addition, UCI will add an appropriate disclaimer, in Spanish, at the beginning and end of the program. For most programs, the disclaimer will be made orally and in writing, as follows:

ORAL: “The program you are about to watch/have watched is/was a paid commercial announcement and [name of Network or Station] is not responsible for the claims and representations made in it.”

WRITTEN: “The program you are about to watch/have watched is/was a paid commercial announcement. [Name of Station] and [Name of Network] are not responsible for the claims and representations made in this program. If the program concerns a legal or medical service or product, then the written disclaimer should also include the additional language: “Viewers should always consult with an independent professional regarding their own specific circumstances before engaging in any particular course of action.”

Internet Products/Services (Inc. Apps)

UCI may accept at its discretion, commercials advertising any Internet product or Internet service. The terms “Internet product” and “Internet service” are intended to be interpreted broadly and include portal, search engine and browser products/services, Internet service providers and any other Internet business.

Investment Services (Equity, Debt and Real Estate)

Commercials from securities brokers-dealers and financial planners may only generically advertise their investment advisory services.

Commercials that contain tips or advice on specific investment vehicles or companies will not be accepted. Broker-dealer advertisers must comply with all Legal Requirements, including advertising rules, regulations and policies of the United States Securities and Exchange Commission, state securities regulatory agencies, the National Association of Securities Dealers, Inc. and of any stock or commodity exchange of which the advertiser is a member.

Financial planner commercials must also comply with Legal Requirements that apply to financial planners under securities or other laws.

Real estate companies may only advertise their services generically. Commercials that contain advice on, or encourage investment in, specific real estate properties or vehicles will not be accepted. Commercials from real estate businesses must comply with all legally-mandated disclosure requirements.

Motion Picture and Home Entertainment Advertisement

Commercials for domestic theatrical movies and home entertainment should include the MPAA rating. All commercials will be subject to the audience composition and program compatibility prior to the scheduling.

UCI will not accept commercials for "adult films", "X" or "NC17" rated. Movies rated "PG-13" or "R" will not be placed during or adjacent to children's programming.

UCI may at its discretion accept commercials for films, pending a rating and must include a disclaimer stating that the film has not yet been rated.

Personal Products Advertising

UCI may accept advertising for personal products/services provided that the content presented is in good taste.

Audience composition and scheduling restrictions will be considered.

Advertisements for personal products/services should include the proper disclaimer (for example, "Use only as directed", "Follow label directions", etc.)

The engagement of children in personal product advertising may be considered by UCI on a case-by-case basis.

Political Campaign Advertising

Political advertising laws are complex, and these Guidelines are not intended to be a definitive statement of UCI's policies regarding political advertising. UCI Stations provide a Disclosure Statement to all potential political advertisers, and the policies set forth therein govern the sale of such advertising.

UCI will accept advertising sufficient to give reasonable access to legally qualified candidates for federal office consistent with their obligations under federal law. The Networks do not accept political advertising relating to state and local elective offices; the Television Stations may accept such advertising, within their discretion, on a race-by-race basis. During non-campaign periods, UCI may consider airtime requests that do not contain the voice or image of a candidate and that are made on behalf of political parties or their spokespersons on a case-by-case basis. UCI will consider acceptance of advertising relating to voter initiatives and ballot issues on a case-by-case basis, within its sole discretion. Political advertisements must comply with these guidelines as well as with all applicable federal and local laws, rules and policies, including but not limited to certification and sponsorship identification requirements. It is the responsibility of all political advertisers to ensure that they meet all federal, state and local election laws, rules and policies, including but not limited to those of the FCC and those set forth in the Bipartisan Campaign Reform Act. UCI reserves the right to review all political advertising in advance to insure compliance with such requirements.

Premiums/Offers

If an advertisement includes premiums/offers that are not part of a contest or promotion, UCI may, at its discretion, request that the advertiser provide a sample of the premium/offer.

UCI reserves the right to reject an advertisement including any premium which is deemed by UCI to be of lesser value than stated or is unsafe or detrimental in any way to the consumer.

The advertisement must:

- Include the full details of the premium or offer;
- Be presented clearly and unambiguously;
- Disclose in the audio portion of the commercial essential information (for example, price, separate purchase requirements, offer dates, termination date of the premium, etc.); and
- Include at minimum a two (2) second still visual of the premium/offer (television spots).
- Clearly disclose simultaneously in the audio and visual portion of the commercial conditions attached to "free" offers.

Professional Services

UCI accepts commercials that advertise professional services (legal, accounting, medical etc.) in a generic form, provided that the content of the commercials complies with state and federal law and the standards of conduct that apply to the profession in question. UCI will not accept any commercial that contains content exploiting a viewer's fears or insecurities, or which may create in viewers false or unrealistic expectations. In addition, all such advertising must comply with the ethical standards and requirements of the relevant profession and jurisdiction.

Commercial content needs to be factual and presented in a dignified, professional manner. Commercials that present professional advice and/or depict professional procedures will not be cleared for broadcast.

Public Service Announcements

UCI encourages Public Service Announcements (PSAs) from organizations, whenever the message in the PSA is relevant and beneficial to its viewers. For more information on clearance of PSAs, please see UCI's PSA Guidelines.

Psychic Entertainment Services

UCI may accept, at its discretion, commercials advertising astrology, character reading, mind reading, numerology, palm reading, or similar subjects, provided that an appropriate disclaimer is included to the effect that the presentation made is for entertainment purposes and is available only to individuals 18 years of age or older.

UCI will not accept commercials that promise a specific result nor those that include black/white magic and/or witchcraft.

Religious Products/Services Advertising

UCI may accept, at its discretion, any religious advertising, including but not limited to advertising for the sale of religious items such as books, recordings, artifacts, etc. UCI may also accept, at its discretion, commercial announcements from religious organizations with a general moral or ethical theme, as well as announcements of meetings or religious services, or for promotion of public service or charitable activities.

The content of the advertisement must be free from the following:

- Discussions or promotions of sectarian doctrines or dogmas;
- Degradation, criticism or stereotyping of individual groups;
- Discussion of issues that may be controversial;
- Solicitation of funds or contributions by religious organizations; and
- Offers, either for sale or as a premium for a contribution, relics, icons, or items claimed to be religiously blessed or having special religious power.

The advertiser's name/identity needs to be included in the commercial announcement together with a disclosure that the announcement has been "Paid for" or "Sponsored by" the advertiser.

Telehealth Platforms

Telehealth Platforms are telecommunications technology services that deliver clinical healthcare via video and audio. Advertisements for Telehealth Platforms will be accepted by UCI under the following guidelines:

- Must be of legally operating businesses and have a principal place of business (address and phone number) in the United States;
- Follow compliance with the applicable state laws and regulations (for example, FDA, FTC and FCC);
- Must not mislead into self-diagnosis and self-treatment;
- Must be supported with factual information and adequate disclosures;
- Must indicate that doctor consultation is required for access to the services;
- Must disclose all applicable risks and information in relation to specific drug claims; and
- Must provide a letter from the advertiser's legal counsel certifying that the Telehealth Platform sells or enables FDA-approved prescription drugs; dispenses drugs on the basis of online questionnaires only where permitted under applicable state laws or regulations; and requires a valid prescription from an authorized doctor or other licensed health care professional.

Tobacco Products (Inc. Electronic Cigarettes)

UCI's television networks and stations do not accept advertising for tobacco, cigarettes, chewing tobacco, snuff tobacco, cigars, cigar products or electronic nicotine delivery systems ("ENDS"). An ENDS is any noncombustible product designed to enable the inhalation of an aerosol through the heating of an "e-liquid," which may contain nicotine (for example, e-cigarettes, e-cigs, e-pipes, and vaporizers).

Subject to approval by Ad Compliance, UCI's local radio stations may accept advertisements for ENDS used solely for the consumption of lawful products. Such advertising must conform to all legal requirements and the following guidelines:

- Advertiser must represent and warrant in writing that the ad and its broadcast comply in all respects with all applicable laws and regulations.
- The advertisement may not include a claim, express or implied, that an ENDS provides any health benefit. For example, a claim that an ENDS is healthier than any other tobacco product, or that the ENDS may be helpful as part of a smoking cessation plan, is prohibited. In addition, the advertisement may not promote the use of an ENDS in combination with any product that meets the

definition of “drug” or “device” under the Federal Food, Drug and Cosmetic Act. (21 U.S.C. §§ 321(g) and (h)).

- Depending on the nature of the advertisement, scheduling restrictions may be imposed. No advertising targeting children is permitted, and both the content and scheduling of any ENDS advertising should not target children.
- Terms such as “light,” “mild” and “low-tar” are prohibited.
- Advertisements that imply an ENDS may also be used to consume any product derived from the Cannabis sativa L. plant, including but not limited to marijuana, is prohibited.
- Advertisements must also comply with any state and local laws, including but not limited to laws relating to marketing, sales and disclosures.

In addition, advertisements for ENDS must include one or more of the following disclosures:

- Must be 18 or older. Not for sale to minors.
- Include the following health warnings for products containing nicotine: “This product contains nicotine derived from tobacco, which is addictive”, “No tobacco product has been shown to be safe”, “Not a smoking cessation product”

All disclosures must be presented at a pace that provides listeners ample time to hear and understand each one.

Advertisements for clinics intended for the treatment and aid of smoking cessation may be acceptable.

Vacation Clubs/Timeshare

Commercials for vacation clubs and timeshare must comply with the following guidelines:

- May not mislead consumer into a contest/sweepstake commercial.
- In the event of radio commercials, no live copy/DJ endorsement may be promoted in lieu of the commercial.
- Appropriate disclosure must be made (for example, “This material is used for the purpose of applying for the sale of holiday properties”, “Airfare not included”, “Hotel is not included”, “Certain charges and restrictions apply”).

Video Games

Advertising for video games should accurately characterize the actual content of the game. Representations of extreme violence, sexual themes and profanity are unacceptable. While the content of the advertisement and its accurate reflection of the underlying game is a primary concern, the substance of the advertised game will also be considered.

Advertising for video games must be rated and the rating must be prominently displayed and be legible.

Advertising for video game consoles that also includes game footage or otherwise promotes a video game must include the industry-sponsored video game rating of that game.

Advertising for video games targeted toward adults may not air in or adjacent to programming designed for 12 and under.

A number of factors are taken into account when considering the approval of and/or scheduling restrictions for video games, these include violent content, dangerous or anti-social behavior, sexual themes, and taste concerns.

Weight Loss

UCI may accept advertisements for weight loss products, subject but not limited to the following:

- UCI will review weight loss claims per compliance with FTC's Gut Check: Reference Guide for Media on Spotting False Weight Loss Claims.
- Commercials for weigh loss claims must be evidenced with adequate substantiation and factual representation.
- The following on-screen disclaimer examples must be provided as deemed necessary: "Consult your Doctor", "Weight loss must be part of a balanced diet and exercise program".
- Claims that create consumer expectation must clearly communicate or otherwise provide adequate disclosure.
- Representations or testimonials demonstrating "before and after" claims must be accompanied by affidavits and will be reviewed by UCI on a case-by-case basis.

In addition, see also section on Health Related Claims.