

UNIVISION COMMUNICATIONS INC.

ADVERTISING GUIDELINES

I. INTRODUCTION

Univision Communications Inc. (“Univision”) owns and operates two television broadcast networks, Univision and UniMás, four cable networks, Galavision, TUDN, Fusion, and El Rey (collectively, the “Networks”), and broadcast television stations in the U.S. and in Puerto Rico that are generally affiliated with the Univision and UniMás networks (the “Television Stations”).¹ The three Networks and the Television Stations serve 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 ethnic origins and cultures. The following Guidelines apply to all three Networks and the Television Stations 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 over each Network and the Television Stations as well as advertising that may be inserted 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 over our Networks and Television Stations. Univision from time to time and at its sole discretion may modify these Guidelines in order to accommodate changes in Univision’s business practices as well as changes in law and the field of communications.

Univision 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.² Moreover, our advertising standards and policies require that all commercials broadcast over the Networks or a Television Station 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. Univision may require, as a condition of accepting proffered advertising, any revisions deemed necessary in Univision’s sole discretion to conform to these Guidelines or to any laws, rules or regulations.

The advertiser has the ultimate responsibility of complying with applicable FCC and FTC requirements and any other federal, state or local laws, regulations and policies. The advertiser should be particularly diligent with claims made in a commercial regarding the product/service to be advertised. All claims must satisfy the FTC’s substantiation standards. Additionally, commercial “content” must be clearly and accurately presented in order to avoid any ambiguities

¹ These Guidelines do not apply to Univision Radio.

² Univision will, however, afford “reasonable access” to legally qualified candidates for federal elective office to purchase advertising, and will not censor any advertisement containing a “use” by a legally qualified candidate for any elective office.

and to avoid confusing the audience. Advertisers are encouraged to consult with their professional advisors regarding any FCC and/or FTC requirements, as well as the consumer laws, regulations and policies that apply to commercials.

II. CLEARANCE OF COMMERCIALS

A. General Requirements

All commercials to be aired over the Networks and/or the Television Stations must be cleared and approved by the Standards and Practices Department (“Standards and Practices”) prior to broadcast. All claims made in the commercials must be substantiated with valid and relevant scientific and/or market research. To avoid delays in airing of commercials, appropriate substantiation should be submitted well in advance of the scheduling of the advertisement, and if possible, at the time the script/storyboard is submitted. The following must be provided to Standards and Practices before a commercial is cleared for broadcast.

1. Script/Storyboard

A copy of the script and/or storyboard should be submitted to the appropriate Account Executive prior to production. The Account Executive will forward the script and/or storyboard to Standards and Practices for clearance. Standards and Practices may request, at its discretion, additional information from the advertiser, including but not limited to, 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.
- ☐ Any other item or information deemed necessary to comply with these Guidelines, company policies, or laws, rules and regulations.

2. Rough Cut Copy

After the script and/or storyboard have been approved, a rough cut copy of the commercial may be submitted to the Account Executive for clearance by Standards and Practices.

3. **Submission of Video**

In general, a video copy of the final version of the commercial must be submitted to Univision at least ten (10) working days prior to the scheduled broadcast date.

Commercials to be broadcast over Univision, TeleFutura or Galavision Networks should be delivered to the Traffic Dept. at the following addresses:

Univision & Galavision 9405 NW 41 St., Miami, Florida 33178

Telefutura Traffic Dept. 1900 NW 89th Place, Miami, Florida 33172

or they can be sent through Univision's servers (DGSysystems or Extreme Outreach). For more information on delivery through Univision's servers please contact the Account Executive on your account.

Commercials to be broadcast over the Television Stations should be delivered to the Account Executive.

4. **Questions Regarding Guidelines**

Questions regarding these Guidelines should be directed to the Account Executive.

B. Technical Requirements

Commercials that do not satisfy Univision's technical standards will not be accepted for broadcast.

1. **Unacceptable Techniques**

All commercials must be free of the following:

- Formats or devices that may confuse viewers/listeners regarding the origin of the broadcast, e.g., "*We interrupt this program...*" "*Bulletin,*" "*Flash,*" "*Just in....*"³
- ☐ Subliminal messages.
- ☐ News and newsroom settings or simulations which appear to be part of an actual news program,, lower third horizontal crawls and teletype sound effects.

This list is not exhaustive. Univision in its sole discretion may prohibit other techniques.

³ "Interrumpimos este programa," "Boletín," "Flash," "Noticia de Ultima Hora."

2. Television Commercials

- ☐ Commercials should be produced in stereo or mono and must be properly mixed.
- ☐ Commercials must have consistent audio levels that should not exceed -20dBFS (digital average), or + 4dbm (analog) both for channels 1 and 2.
- ☐ Commercials must avoid any distortion or other factors, which degrade the audio quality.
- ☐ Stereo sound must have left channel on audio 1 and right channel on audio 2 in proper phase. If monaural audio is part of it; it should be in both audio channels and in-phase.
- ☐ No Dolby Pro-Logic audio will be accepted (PL-I or PL-II).
- ☐ No separate audio tape will be accepted.
- Video and audio must be in perfect lip-sync (± 1 millisecond)
- ☐ Commercials must be mastered on film, digital videotape or another high quality digital format.
- ☐ Commercials must avoid video compression or other techniques that degrade the image and/or quality of the commercial.
- ☐ Commercials must be submitted in Digital Betacam format or HD. Beta SP may be accepted at the sole discretion of Univision.
- ☐ All commercials must contain the following information on labels placed on the video case and tape: (i) product name, (ii) client name/identification number, (iii) the commercial duration, and (iv) Network(s) and/or Television Station(s) to broadcast the commercial.
- ☐ Commercial reels must contain one (1) minute of color bars followed by ten (10) seconds of slate (the slate must include all of the information supplied on the label). The slate must be followed by 10 seconds of black with silence prior to the start of the commercial.
- ☐ Any commercials that are closed captioned, must be captioned in the Spanish language and in CC1.
- ☐ All commercials must have continuous SMPTE drop frame time code as VITC on lines 14 & 16 and as LTC. Both should match at all times. If more than one copy of the commercial is sent, time code should be identical in all copies.
- ☐ Luminance video level should never exceed 100 IRE units. Luminance with chroma should never go above 20 IRE units.

III. CONTENT CLEARANCE REQUIREMENTS

Univision will only consider for clearance commercials that, in its sole discretion, are in good taste, truthful, not misleading or deceptive, and that comply with applicable federal, state and local laws, rules and regulations.

A. General Policies

1. Spanish Language

Spanish language should be used in all aural and written elements of a commercial scheduled to air on the Networks or the Television Stations.⁴ The language must be grammatically correct, properly spoken and accented. Generally, Univision does not accept dubbed commercials. Any exceptions to this policy must be approved prior to production. When the use of any language other than Spanish has been approved to air on the Networks or the Television Stations, the commercial must contain the literal and accurate translation of foreign language statements in clearly legible Spanish subtitles and the advertiser must provide Univision with an official Spanish language translation.

Whenever a telephone number, address or website is included in a Spanish language commercial, Univision must be assured by the advertiser that the public will be able to communicate at that number, address or website in the Spanish language.

2. Logos

Advertisers may not use any Univision logos, trademarks or trade names without the prior written consent of Univision.

3. Company Business Objectives

Univision reserves the right at its sole discretion to reject or revoke any commercial that may be inconsistent with its business purposes or objectives, or those of its affiliated companies/entities. No advertisement may refer to an association with or sponsorship of an event of, or imply any other relationship with, Univision, the Networks, or the Television Stations without the express prior written consent of Univision.

4. Disclaimers

Television disclaimers must be legible and appear on the screen for no less than five (5) seconds, unless an applicable law requires a longer period. Standards and Practices may request specific disclaimers depending on the service, product or promotion being advertised.

⁴ This requirement does not apply to any advertisement containing a “use” by a legally qualified candidate for elective office.

5. Offensive Material

Commercials must be free of obscene, indecent, profane, vulgar, or any other language, gestures, and/or images that Univision believes, in its sole discretion, may be offensive or violate local, state or federal law or policies. Univision 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, age, national origin, physical or mental handicaps, or any other reason. Advertisers are urged to exercise caution to insure that language acceptable in some Spanish-speaking communities, but offensive in others, is not used inadvertently.

6. Safety

Advertisers must at all times comply with safety procedures under applicable laws, 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 insure 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.

7. Sponsor Identification/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.

a) Univision 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 Univision’s programming guidelines.

Univision does not provide product placement or integration within newscasts and does not give news coverage in exchange for business. Univision does allow the sponsorship of sports, health, weather and specialty segments in newscasts, subject to the appropriate disclosures.

b) Standard Advertisements.

With respect to a standard advertisement for a commercial product or service, which is clearly an advertisement (i.e., 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.

8. Telephone Number Information

All telephone numbers in a commercial must be U.S. domestic numbers. In addition, the advertiser must confirm and ensure right to use or ownership of that number during the entire run of the commercials.

9. Practices to Avoid

Commercials must be free from the following:

- Bait and switch techniques that feature a product or service, which is not available in order to induce consumers to purchase a more expensive substitute.
- Presentations that use flags, national emblems, symbols, anthems or monuments in a disrespectful or demeaning manner.
- Presentations that stereotype or demean persons on account of their sex or sexual preference, culture, ethnic origin, color, creed, religion, culture, or physical or mental impairments.

10. Subjects Unacceptable for Broadcast

Except as may be provided in these Guidelines, Univision 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.
- “Adult” (sex) magazines, telephone services and the like.
- Firearms, fireworks (except in states where fireworks are legal), ammunition and other dangerous weapons/devices.
- Massage parlors.
- Cigarettes, chewing tobacco, snuff tobacco, cigars or cigar products.
- Products, publications or services related to or associated with illegal drugs.
- Movies with an MPAA “NC17” or “X” rating.
- Controversial content.

Univision may or may not accept, in its sole discretion, advertising for products or services not otherwise described or mentioned in these Guidelines.

B. Guidelines on Product Presentation

1. Comparative Advertising and Demonstrations

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

a) Comparative Advertising

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.

b) Demonstrations

Commercials that include demonstrations, trials, experiments or any type of technical, electrical or chemical test require an advertiser to provide an affidavit from the producer attesting that:

- The demonstration is accurate and correct.
- The product used is a sample of the product available to the consumer.
- No mock-up, modification or alteration was employed in the commercial; or, in the alternative, that a modification or alteration of a product was employed and that the necessary disclaimer is contained in the commercial.

“Before and After” photographs or depictions may be accepted by Univision at its sole discretion.

2. 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.

3. Endorsements and Testimonials

Affidavit of the endorser may be required by Univision.

Endorsements and testimonials must honestly and accurately reflect the opinions, findings, or experience of the individual endorsing the product or giving the testimonial. The endorser may be an actual consumer, an expert or an organization. Advertisers using endorsements/testimonials in a commercial must ensure that the endorsement/testimonial is presented in compliance with FTC and industry rules, guidelines and policies governing endorsements and testimonials in advertising including, but not limited to, the following:

- When an endorsement/testimonial does not accurately reflect what a substantial portion of other consumers are likely to experience, a disclaimer must be included in the commercial, e.g., “*Results may vary.*”⁵
- Disclose the relationship between the advertiser and the individual making the testimonial/endorsement when the nature of the relationship may affect the credibility of the endorsement.
- Endorsements by experts must satisfy the same requirements as endorsements made by non-experts.
- Claims made in endorsements/testimonials must satisfy all substantiation requirements.

C. Content Related Issues

1. Animals

Commercials that depict inhumane treatment of animals are unacceptable.

2. Automotive Dealers

Commercials for automobiles must include the make, model and year of the vehicle, and state whether the car is a used vehicle. The following guidelines also must be observed: Where vehicles are shown with optional features not included in the stated price, an appropriate disclosure must be made.

3. Children’s Advertising

Univision recognizes the importance of serving the educational and informational needs of children. Commercials airing during children’s programming should be appropriate to the age group targeted by the program and must comply with the following guidelines. The guidelines that follow have been developed in an attempt to assist advertisers in preparing commercials for products used primarily by children, targeted for children, or which are broadcast within, or immediately preceding or following children’s programs.

⁵ “Resultados pueden variar”

a) Generally

Commercials 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 confusion or anger 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.
- Provoking fear or anxiety to children.
- 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.

Commercials 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.” See, Toys.
- 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 Univision. Univision may consider requests for comparative advertising, and may approve or reject any request in its sole discretion. If approved, the commercial must (i) satisfy all applicable requirements including, but not limited to, these Guidelines concerning the substantiation of claims and (ii) 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” (i.e., use 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.

b) 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. See also, Contests and Sweepstakes.

c) 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.

d) 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.

4. Contests and Sweepstakes

a) Legal Requirements

Advertising for an advertiser-sponsored contest or sweepstakes is acceptable. However, advertisers are obligated to design and undertake contests/sweepstakes in compliance

with applicable federal, state and local laws, including those that address lotteries, games of chance, prizing and gifts. Generally, in formulating a contest/sweepstake, an advertiser shall insure the following:

- No purchase is necessary to win the promotion or to receive the prize.
- Any consumer information received in the promotion will be collected, maintained and used in accordance with applicable law, including consumer protection and privacy laws.
- Adequate security measures have been taken to prevent rigging.
- Rules clearly and accurately describe all terms, conditions and requirements of the contest.
- The advertiser registers and bonds the promotion where required under law.
- Contestants are notified that their social security number and other personal information will be requested if they win.
- Prizes will be awarded as required by law and as disclosed in the rules.
- Proof of compliance with legal requirements must be submitted to Univision in writing prior to the broadcast of the commercial.

b) Content and Other Requirements of Commercials

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 statement that no purchase is necessary.
- Odds of winning.
- Time limit to claim prizes (if applicable).
- A reference to participating locations if only some retail outlets are involved in the promotion.

5. Controversial Issues

Generally, Univision will not accept commercials that present controversial views on religious, social or political matters, although we may accept advertising regarding controversial issues in connection with ballot measures or referenda or pending legislation.

6. Family Planning Services

Health Care providers may advertise family planning services that are available from the provider.

7. Financial (Banking) Services

Commercials advertising personal/commercial banking and related financial services (including consumer, commercial or real estate loans) must disclose all the information required under Regulation Z and similar banking, financial, credit, consumer and other applicable laws and regulations, whether federal, state or local. Such laws and regulations are complex and it is incumbent on all advertisers in this sector to be familiar with and comply with such requirements.

a) Commercials for 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.
- Identify the product or service by type (e.g., credit card, debit card, loan, consumer lease, etc.).
- Describe important limitations (e.g., if the product can only be used to purchase items from a catalog, such facts must be clearly and conspicuously disclosed).
- Clearly disclose any material terms associated with use of the product or service, such as upfront costs, any application or registration charges, required down-payments, the annual percentage rate (APR) (for credit cards and other loans), any finance charges, monthly fees, transaction or service charges, loan fees, or buyer's points.

The following information must be presented in a clear and conspicuous written disclaimer:

- Costs associated with the features of the product or service being promoted (e.g., 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.*"

b) Advertisements for Credit Cards

Advertisements for credit cards must not:

- State or imply that a product is a credit card if in fact it is not. A credit card is a card, plate, coupon book or other device that consumers may use from time to time to obtain credit. In contrast, a debit card is a pay-as-you-go card, ATM card or other device that consumers use to make purchases on a consumer deposit or asset account. In other words, a debit card means the consumer is using money he or she has placed in an account to make purchases -- no credit is being extended.
- Guarantee success for a loan or credit card and require a fee prior to the consumer receiving the guaranteed loan or credit card. (The advertiser may charge a *small* application fee to obtain a credit report or appraisal in the process of the consumer applying for the loan or credit card, however, there must be no guarantee of a high likelihood of success that in fact the consumer will receive the loan or credit card).
- Guarantee credit extensions prior to applying.
- Promise to provide credit without need for background checks, references, or security deposit.
- Use of 1-900 numbers that result in additional charges to consumers' phone bills.
- Include claims of "easy credit," "fast credit," or a loan even if the consumer is in bankruptcy or has a bad credit history.

c) Advertisements for 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.
- Refuse to inform the consumer of his or her legal rights and of free information that is available from credit reporting bureaus.
- Recommend that the consumer refrain from contacting the credit reporting bureaus directly.
- Suggest that a consumer can get a "new" credit report by applying to the IRS for an employer identification number to use in the place of the person's social security number.
- Include offers such as:
 - “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!”

d) Advertisements for 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 applicable laws.

e) Advertisements for Prepaid Reloadable Payment Cards and Related Services

Univision 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 Univision or related to the Univision Prepaid Card. This would entail no use of the following:
 - The marks and logos of Univision and/or those for any Univision-produced property;
 - Talent that is currently under contract with Univision 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 Univision or words with close association to the trademarked words (for example, the "Uni" card and "Futura" card).
- No advertising, marketing or linkages will be accepted on Univision's web, mobile, and other interactive platforms.
- The marks and logos of Univision and/or those for any Univision-produced property may not be used for promotional purposes.

8. Food and Nutrition

All food advertising must comply with the Nutrition Labeling and Education Act of 1990 ("NLEA"). In addition, commercials must comply with the following:

- Commercials may not overstate the nutritional value of food.
- Commercials including descriptions of nutrients ("low fat", "good source", etc.) must comply with the applicable definitions under the NLEA.
- Univision will consider on a case by case basis advertisements for meal substitutes.
- Exaggerated or overly broad health or nutritional benefit claims are not permitted.
- In addition to compliance with this section, commercials targeting children must comply with the requirements set forth in Section III C 3, Children's Advertising.

9. Gambling

Generally, Univision 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:

a) 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: (i) the content of these commercials complies with laws, regulations and ordinances applicable to hotels and resorts that hold gaming licenses, and (ii) 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, i.e., “ABC Resort Hotel and Casino.”

b) 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).

i) State Lotteries.

Television Stations that are located in, and licensed to a community in, states that have a state lottery may accept commercials for government entities that operate state lotteries. Television Stations that are either located in, *or* licensed to a community in, a state that does not have a state lottery will not accept commercials for state lotteries absent a showing, satisfactory to Univision, that such advertisements are consistent with state law in the state in which the particular 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).

ii) Indian Gaming.

In order to be considered for carriage, advertisers seeking to place commercials on any of the Television Stations for Indian Gaming must demonstrate the following to Univision’s satisfaction:

- Whether the Indian Games are Class I (ceremonial or celebration-type Indian Gaming), Class II (Indian bingo/lotto), or Class III (Casino gambling-type games;
- If Class II Indian bingo or lotto, that such games (i) will be held on tribal land, (ii) will be operated by the tribe and (iii) 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 (i) will be held on tribal land, (ii) will be operated by the tribe and (iii) 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).

iii) 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 Univision's satisfaction:

- Casino gambling is legal in the state in which the casino is located;
- 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; and
- The advertisement does not promote sports-book or other gambling on amateur, college, or professional athletics.

iv) 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: (1) bingo and similar games conducted on and operated by an Indian reservation licensed to operate such games (see Section (b)(ii) above), (2) lotteries operated by a governmental agency (see Section (b)(i) above), (3) legal casino gambling in states where such gambling is conducted in conformity with local laws (see Section (b)(iii) above, or (4) games of chance where no consideration is required to participate or win. **See** Contests and Sweepstakes.

For any commercial that may be accepted under this category, the commercial must not: (1) mislead or exaggerate the chances of winning money or prizes, (2) directly or indirectly praise any person who engages in any form of gambling, (3) portray fictitious winners or prizes, or (4) otherwise falsely represent winners or prizes.

v) Gambling Websites

Stations may not accept advertising for websites on which gambling occurs or is

promoted. Stations may, under certain conditions outlined below, accept advertising for websites where visitors play electronic games of chance but no money or other items of value are wagered. Permissible sites for purchasing advertising must (i) be for the purpose of learning how to play a game of chance; (ii) must be free to play and not permit any form of wagering to occur on that site; (iii) must contain no links to gambling (“pay to play”) websites; and (iv) must contain an onscreen disclaimer on their home page stating that the site is purely educational. Stations accepting advertising from “free to play” websites must ensure that the advertising contract contains a representation by the advertiser that the funds being used to pay for the advertising are not derived from gambling activities, and the advertiser must indemnify the Station against any losses resulting from the Station’s acceptance of the advertising. The Station should also regularly audit the website during the term of the advertising contract to ensure that the advertiser is complying with the content requirements listed above.

11. Guarantee and Warranty Offers

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.

12. Health Related Products

Univision will not accept commercials for products making or implying unfounded, extraordinary or “miraculous” results.

a) Dietary Supplements

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

b) Over the Counter Products

Univision may accept commercials for over the counter products.

c) 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 Food and Drug Administration, and all applicable laws and regulations.

d) Medical Devices and Therapy Services

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

13. Hypnotism Services

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

14. Internet Products/Services

Univision 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.

15. Investment Services (Equity, Debt and Real Estate)

Commercials from licensed securities broker-dealer firms, financial planners and real estate businesses may be accepted for broadcast at the sole discretion of Univision.

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 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 advertising rules, regulations and policies 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 disclosure requirements under real estate or other applicable laws.

16. Liquor Related Advertising

a) The Networks and the Television Stations will accept commercials for the following:

i) Beer, Malt Beverages, Champagne, or Wine

Commercials for beer, malt beverages, champagne, or wine or other products that contain no more than 24% alcohol content will be accepted.

ii) Products Used with Distilled Spirits.

Except as provided for in section b, below, commercials for products used with distilled spirits 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.”

iii) Retail Store Liquor Ads

Commercials for liquor stores advertising beer/wine/champagne products subject to the 24% alcohol content limitation. All commercials for retail outlets will be accepted only if they comply with all state laws, including but not limited to laws relating to the advertisement of alcoholic beverages.

vi) 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.”

b) Hard Liquor

In general, Univision will consider advertisements for hard liquor after the hours of 10 p.m. in relevant time zone (not to be aired during Sabado Gigante), in compliance with DISCUS guidelines. Other time periods, may be considered and approved in compliance with DISCUS guidelines.

c) Requirements for Alcohol Related Products and Services

Commercials for alcohol products and services should reflect generally accepted contemporary standards of good taste. Univision encourages the inclusion of responsible drinking statements in commercials for alcohol products and services where practicable. Univision will review the use of professional athletes or well-known amateur sports figures in commercials for alcoholic beverages on a case by case basis.

d) Commercials for alcohol products or services must avoid:

- Targeting, portraying or encouraging alcohol consumption by individuals that are not of legal age for the consumption of alcohol.
- 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, relieve stress or solve personal problems.
- 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, or sound judgment.
- Making any reference to the effect that automobiles, motorcycles, power saws, or other equipment can be safely operated in association with alcohol consumption.
- Portraying excessive consumption, drunkenness, or loss of control and inhibitions as humorous.
- Portraying alcohol consumption as the only reason or purpose for an activity.
- Beverage alcohol advertising and marketing materials should not degrade the image, form, or status of women, men, or of any ethnic, minority, sexually-oriented, religious, or other group.
- Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.
- Beverage alcohol advertising and marketing materials should not employ religion or religious themes.

e) Disclosure Requirements

When required by law, the commercials must include the following:

- 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.

17. Mail Order/Telephone/Internet (Direct Response)

Commercials for the purchase of products or services by mail order, telephone, and internet must comply with all applicable legal and regulatory guidelines, including the Federal Trade Commission’s Mail and Telephone Sales Order Rule. In addition, they must satisfy the following:

a) Sponsorship Information

The commercial should include the full name, street address, and telephone number of the sponsor. The mail order address must also be included, if different than the sponsor’s street address.

b) Assurances to Univision

Assurances must be provided to Univision that its viewers will be able to communicate with the sponsor (whether in print, over the telephone or on a website) in the Spanish language. Univision may, at its discretion, request a sample of the product or material being advertised.

c) Disclosure of Price, Additional Charges and Time of Delivery

The price of the product should be disclosed in the commercial as well as any additional charges beyond the advertised price (i.e., postage, shipping, and handling, etc.), and the actual anticipated time for delivery if it will exceed thirty (30) days from order date.

d) Observe Refund Policies

A refund policy should be provided.

18. Motion Picture and Home Video/DVD Advertising

Commercials for domestic theatrical movies and home video/DVD should include the MPAA rating. Univision will not accept commercials for “adult films” or those that are “X” or “NC17” rated. Univision may, at its discretion, accept commercials for films pending a rating, subject to their review of the film and the proposed commercial. The commercial must however, include a disclaimer stating that the film has not yet been rated.

Univision may, at its discretion, consider the audience composition and program compatibility prior to scheduling the broadcast of the commercial. Univision will not accept advertising for movies rates “PG-13” or “R” during or adjacent to children’s programming.

19. Multiple Products/Services in Commercials

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

20. Other Media Outlets, Reference in Commercials

Univision, at its sole discretion, may consider commercials that reference programs or events that an advertiser is sponsoring on another media outlet, as long as neither the outlet nor the date and time of the program/event are identified in the commercial (e.g., a commercial for a restaurant chain sponsoring the Olympics Games may not indicate in their commercial, the network, date or time of the Olympics Games).

Univision, at its sole discretion, may consider commercials from cable systems cable program services, direct broadcast satellite, on line services, or any other similar services, as long as the commercials include only generic information about a program or event (e.g., a cable system may advertise a boxing match as long as they do not indicate in the commercial the date or time of the event).

Univision, at its sole discretion, may consider commercials from pay per view or any other similar services, as long as the commercials are not for soccer events. The commercials may include date and time of event.

Univision 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 Univision's business interests.

21. Political Campaign Advertising

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

The Networks and the Television Stations 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, Univision 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. Univision 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 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 insure 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. Univision reserves the right to review all political advertising in advance to insure compliance with such requirements.

22. Premiums and Offers

If a commercial includes premiums/offers that are not part of a contest or promotion, Univision may, at its discretion, request that the advertiser provide a sample of the premium/offer. Univision reserves the right to reject a commercial including any premium which is deemed by Univision to be of lesser value than stated or is unsafe or detrimental in any way to the consumer. The commercial must include the details of the promotion, e.g., airdates, promotion dates, number of participating outlets, and conditions that apply to the premium/offer. Specifically, commercials that contain premiums or offers must include, in addition to other requirements, the following information:

- The termination date of the premium.
- A notification that responses postmarked after midnight on the final business day of the premium will not be accepted.

Commercials that contain premiums/offers must:

- Be clearly and unambiguously presented.
- Disclose, in the audio portion of the commercial, essential information concerning the premium/offer, such as price, separate purchase requirements, offer dates, etc.
- Include, at minimum, a two (2) second still visual of the premium/offer (television spots).
- Comply with the FTC Guide Concerning Use Of The Word "Free" and Similar Representations.
- Clearly disclose simultaneously in the audio and visual portion of the commercial conditions attached to "free" offers. The print size of the word "free" may not be larger than any of the other conditions presented in the commercial.

23. Personal Products Advertising

Univision may accept commercials for personal products/services provided that the content presented is in good taste. The engagement of children in personal product advertising may be considered by Univision at its sole discretion, on a case-by-case basis.

Univision will take into consideration the day part and program audience composition when scheduling personal product advertising.

24. Professional Services

Univision accepts commercials that advertise professional services (legal, accounting, etc.) in a generic form, provided that the content of the commercials comply with state and federal law and the standards of conduct that apply to the profession in question. Univision 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.

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.

25. Program Material/Footage in Commercials

Commercials may not include material/footage from any program broadcast over the Networks, or a Television Station unless the Programming Department previously approves the use of such footage in writing.

26. Psychic Services/Entertainment

Univision 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. Univision will not accept commercials that promise a specific result. Univision does not accept commercials for black/white magic and /or witchcraft.

27. Religious Products/Services Advertising

Univision 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. Univision 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. Generally, Univision will not accept commercials soliciting funds or contributions by religious organizations.

The content of commercial must be free from:

- Discussions or promotions of sectarian doctrines or dogmas.
- Degradation, criticism or stereotyping of individual groups.
- Discussion of issues that may be controversial.

Advertised products must be free from material that is either an attack against, or offensive to, another individual, group, religion, etc. Univision reserves the right to review, at its discretion, the products being advertised. Advertising which 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 will not be accepted.

The advertiser's name/identity needs to be included in the commercial announcement together with a disclosure that the announcement has been "paid for"⁶ or "sponsored by"⁷ the advertiser.

28. Solicitation of Funds or Other Property

Univision at its sole discretion, may accept for broadcast commercials that solicit funds or other property by charitable organizations, on a case by case basis.

⁶ "Pagado Por"

⁷ "Auspiciado Por"

29. Talent in Commercials

a) Talent 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, the particular commercial position of the spot, etc. It is Univision'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.

b) Novela Talent Commercials

Commercials which feature novela talent, or novela talent's voice and/or image will not be cleared for broadcast within one hour before, during, and one hour after the air time of the novela.

c) Novela Parodies

Commercials featuring parodies of novelas on the air over any of Univision Networks or Stations will not be cleared for broadcast.

30. Text Messaging Services & Chatlines

Univision will accept commercials for text messaging services and chatlines as long as they include a disclosure of fees and the following disclaimers: "For entertainment purposes only must be 18 years or older or parental permission required. "

31. 900 Service Numbers (Entertainment)

Univision accepts advertising for 900 numbers provided that assurances are given that the viewer will be attended to in the Spanish language. Such services, and the advertisements related thereto, must comply with FTC and FCC requirements regarding the industry, and the content of the commercial must contain the following:

- 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.

IV. INFOMERCIALS

Each Network and each Station shall determine it its sole discretion, whether to clear paid programming (infomercials) for broadcast. All infomercials 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.”⁸
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 (e.g., “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, Univision 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.”⁹

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.”¹⁰

For paid programming featuring astrology, the occult, or Tarot cards, the following disclaimer should be made orally and in writing:

⁸ “Pagado Por”

⁹ “El programa que está por ver/acaba de ver es/fue un anuncio comercial pagado y _____ no es responsable por las atribuciones y declaraciones que se hagan en el mismo.”

¹⁰ “El programa que está por ver/acaba de ver es/fue un anuncio comercial pagado. (CLAVE DE LA ESTACION) y (Univision o Telefutura) no son responsables por las atribuciones y declaraciones que se hagan en el mismo.” (“Los espectadores deberán siempre consultar con un profesionista independiente en relación a sus circunstancias personales antes de decidir seguir determinado curso de acción.”)

ORAL: “The program you are about to watch/have watched is/was a paid commercial announcement, provided for entertainment purposes only.”¹¹

WRITTEN: “The program you are about to watch/have watched is/was a paid commercial announcement provided for entertainment purposes only. The products [OR services] advertised are intended only for viewers age 18 and older. [CALL SIGN] and [Univision OR TeleFutura] do not endorse any of the individuals or products appearing on the program, or warrant the reliability of the information, advice, views or opinions in it.”¹²

VI. PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

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

V. RESERVATION OF RIGHTS

Univision, each Network and each Station reserve 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, Univision 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, Univision 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 Univision.
- Determine the number and placement of commercials.
- Determine what promotions and other announcements are placed within each commercial break.

¹¹ “El programa que está por ver/acaba de ver es/fue un anuncio comercial pagado, presentado únicamente con propósitos de entretenimiento.”

¹² “El programa que está por ver/acaba de ver es/fue un anuncio comercial pagado, presentado únicamente con el propósito de entretenimiento. Los productos [O servicios] anunciados están dirigidos exclusivamente para televidentes de 18 años o mayores. (CLAVE DE LA ESTACION) y (Univision o Telefutura) no apoyan a ninguno de los individuos o productos que aparecen en el programa, ni garantizan la fiabilidad de la información, consejos, observaciones u opiniones en el programa.”

The final and overriding principle, however, is that Univision 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 these Guidelines.

The implementation of these Guidelines will be supervised by the Standards and Practices Departments of the relevant Network and Station. To the extent that there are legal questions regarding these guidelines or the implementations thereof, those questions should be referred to:

Office of the General Counsel
Univision Communications Inc.
605 3rd Avenue, 5th Floor
New York, NY 10158