



# MAGNOLIA NETWORK

## Trade Out/Location Approval Guidelines & Automotive Shooting Guidelines

as of 4.17.23

\* For trade out approvals, please email:

[magnolia\\_tradeouts@discovery.com](mailto:magnolia_tradeouts@discovery.com)

\* For questions concerning the policy below, please email Debbie Estrada.

[debora\\_estradalobo@discovery.com](mailto:debora_estradalobo@discovery.com)

The network's relationship with advertisers is very important. Producers are not allowed to place free or discounted merchandise in any show without permission from the Program Executive and the Branded Content team. When limited trades are approved in a series, the guidelines below must be followed for all linear and DTC productions, including series, specials and pilots.

### Approval Process:

- Before any vendor can be contacted for a trade or discount, they must be cleared by the Branded Content team. Vendors should be requested through a completed Vendor Request Form acquired by contacting the Magnolia Network email listed above. Please share the completed Google Sheets document with the network email address to notify the Branded Content team of any new approvals. Please make sure to CC your Program Executive.
- Once vendors are approved, move forward with negotiating your trade. Please note that all trade out arrangements are made between the production company and the vendor; the network is not involved in this process.
  - The only exposure that can be offered to an approved trade out recipient or story-driving shoot location is:
    - **One (1) shot of clear vendor branding.**
    - **Promotional consideration in the closing credits via text.**
      - Note: A *promotional consideration provided by credit* can be offered for all Trade Out vendors where a product or service is obtained in exchange for visual identification within the body of the program. Pending space availability in the episode's credits. If you have any questions, please discuss with the show's PE.
    - **No verbal mentions of any kind are allowed.**
    - **No additional branding is allowed for a vendor.**
      - For example, a branded delivery vehicle would count as the vendor's one shot of clear branding.

### Additional Guidelines:

- **Editorial.** The network retains editorial approval of all program content. Exposure of third-party products or branding for trade outs must be organic and incidental, at the network's sole discretion, and exposure cannot be guaranteed.
  - The network will review rough cuts of episodes where trade outs were approved to ensure guidelines are followed. If changes are requested, they are to be made at the production company's expense.
- **Compensation.** Production companies **cannot** receive payment from trade out vendors for presence in a series.
- **Local/Regional Vendors Only.** National chain retailers, or companies that distribute products nationally will not be approved.
  - Trade out requests can be submitted for local companies that sell national brands, but the request must be for the local retailer and **not** the national brand. Production companies should advise local vendors to avoid promising branding exposure to representatives of national brands.
- **Advertiser Conflicts.** If paid integration is sold by the network in a category that had been approved for trade, the network could request to move the trade to another episode, or be removed altogether.
- **Press & Publicity.**
  - Trade out vendors can:
    - Use the text, "As seen on Magnolia Network" or "As seen on Magnolia Network's [show title]" on their digital platforms, but **cannot** use network marks.
      - Magnolia Network and show may be tagged on social platforms, however neither talent or *Magnolia* proper may be tagged.
    - Include links from vendor's digital platforms to the series show pages, however no links are allowed from *Magnolia* or Network properties to trade out vendors.
  - Trade out vendors cannot:
    - Issue a press release of any kind announcing their presence in the series. They also cannot call their presence in a series a "partnership."
    - Place any show material on their digital platforms. Material includes show video, brand photography, and personal photos from a shoot.
- **Branding.** When capturing material, please be mindful of the following:
  - **Branding of national brands** cannot be shown. Please **shoot around** branding or greek if avoiding it isn't possible. Masking should only be used as a last resort (i.e. when it cannot be edited out or otherwise obscured in edit).
  - **Branded materials for approved tradeouts** (e.g. signage, clothing, vehicles, etc.) cannot feature phone numbers or websites.
  - **All branded clothing** worn on-camera must be approved by the network.
    - Lead talent or recurring crew can occasionally wear clothing containing the talents' company logo on camera with prior approval by the series Production Executive.

- Photos of the clothing must be submitted to the network Production Executive prior to production.
  - For approved tradeouts, company branding on shirts to be limited to a logo on breast pocket and visible one time per episode. Backs of shirts should not contain any branding, they should be left blank.
    - To avoid delays in production, the network requests that production companies keep generic shirts on set for vendors wearing unapproved apparel.
    - All unapproved apparel is subject to masking.
- **In-Show Graphics.** Lower-third graphics should not be used to identify store associates or vendors working on location.
  - Realtors' firms can be identified in the second line of a lower third graphic as long as they are not nationally affiliated.
- **No paint trade outs** of any kind will be approved.

**Paper Deliverables:**

- All trade out agreements for secured trades must be directly uploaded to the Producer's Portal. These should be uploaded in the production integration agreement category. If this section is not available within your project, please reach out to the Branded Content team.

## **Automotive Shooting Guide**

Shooting in and around vehicles is a normal part of many storylines in our shows, but it's very important that production help us protect many of our automotive relationships by following these guidelines.

- Shoot around all automotive branding and badging.  
For example:
  - If shooting an interview as someone drives, shoot tight enough to avoid the emblem on the steering wheel
  - If shooting the vehicle as it pulls away, shoot wide enough/on an angle enough so that the logo isn't recognizable
- Please do not blur any logos. If a critical scene takes place and you are not able to shoot around automobile logos, please leave unaltered unless a paid integration is taking place in the series.

--Please contact Mike Pollack, [michael\\_pollack@discovery.com](mailto:michael_pollack@discovery.com) or Debbie Estrada, [debora\\_estradalobo@discovery.com](mailto:debora_estradalobo@discovery.com) with any questions concerning information contained in this document.