

# WBD US Network Group

HGTV, Food Network, TNT, TBS, Discovery, TLC, OWN, ID

## Trade-Out and Location Guidelines

For Production Companies and Network Teams

The networks' relationships with advertisers are very important. Producers are **not** allowed to place free or discounted merchandise in any show without permission from the program executive and the branded entertainment team. When limited trades are approved in a series, the guidelines below must be followed for all original productions, including series, and specials. Only a tasteful number of trade-outs per series should be included, as determined by the program executive. National vendors will **not** be approved for trade-out consideration.

Before any vendor is contacted for a trade or discount, they must be cleared by your network production team:

1. Production company completes the [Trade-Out Request Form](#), acquired through your network program executive, associate producer or coordinating producer.
2. Network team will return the form with approval information noted.
3. Once vendors are approved by the network, production company can proceed negotiating the trade-out offering only the exposure listed below in return.
4. Resubmit the trade-out form with final execution details for each trade-out to the network team.

### Vendors that will Not be Considered

If a vendor can answer **yes** to any of the below – they should not be considered for a trade-out. Please read carefully and screen your vendor before submitting the request. (*Note: Additional guidelines are available for HGTV shows only, in the addendum*)

- Is this a National Brand? (*Note: HGTV caveat in addendum*)
- Can the item(s) be purchased at any big retailers like Target, Walmart, Macys, etc.?
- Is the requested trade-out value less than \$5K in value (*per episode, per vendor*)?
- Can the item(s) be easily purchased by our viewers?
- Do they have a robust e-commerce website? *For example:*
  - Do they have a shopping cart icon on their website?
  - Do they promote free shipping to most US states?
  - Is there a 1-800 number listed in contact information instead of a local phone number/email address?
  - If they have a "find a retailer/dealer" section on their website, please enter multiple zip codes to see if they have stores in different regions throughout the US
- Do they have a national presence, as opposed to a few brick-and-mortar retailers in a region?
- Is this request for a pilot? Trade-outs are not allowed for pilots.

### Approved Vendor Exposure:

If approved, trade-out partners may only receive:

- **One shot of organic branding in-show.**
  - The organic shot should never appear to imply an endorsement on behalf of the talent
  - Shot cannot contain websites, handles or phone numbers
  - No verbal mentions
  - No verbal product attributes, features or benefits
  - Logos on vendor clothing should be sized tastefully and not include phone number, websites, or social handles.

- **Listing in credits:**
  - Any product or service used in the show that is received gratis or at a deep discount should be listed in the credits of each episode where they appear under “**Special Thanks**” in the credit’s font (no logos) in the standard font size. Note that this is unique to Trade-Outs. Product integrations that are brokered by the WBD Sales team and managed by the network Branded Entertainment team should still appear in credits under “**Promotional Consideration By.**” But Trade-Outs are under “**Special Thanks.**”

**Additional Guidelines:**

- **Local/Regional Vendors Only:** National chain retailers, companies that distribute products nationally, and online exclusive vendors will not be approved. (*Note: HGTV caveat in addendum*)
- **Press & Publicity:** Approved vendors may not use Network or show logos, images from the show, personal set photography or images of talent on any marketing materials, including but not limited to *social media*, in-store, digitally, in print, etc.
- **Compensation:** Production companies **cannot** receive payment from trade-out vendors for presence in episode(s).
- **Advertiser Conflicts:** If paid integration is sold by the network in a category that had been approved for trade, the network may request to move the trade to another episode or remove it altogether.
- **National Brands:** Reminder: as a general course of production, aside from approved trade-outs and integrations, production teams should avoid/shoot around logos in the field.

**Talent/Vendor Relationships:**

There may be instances when talent, through their relationships with vendors, bring products/services to the show for free. This product/service can be used in show, but any visible branding of the product/service in-show would need to be vetted via the process above. Talent may not make promises of any in-show branding, nor allow vendors to promote their donations in marketing materials using network or show IP (including photos, etc.).

**WBD Internal Workflow:**

1. Network production teams can seek counsel from the Brand Entertainment team for guidance during the approval process.
2. Deliver the final Trade Out Forms listing executed trades, episodes numbers and monetary value of those trades to:
  1. Our internal SharePoint site for archival purposes: [Approved Trade Outs](#)
  2. Your PMD (Production Management Department) partner
  3. Your Branded Entertainment lead
3. When Trade Outs are approved and offset budgeted-for production costs, the Network production team should collaborate with their production partner to reinvest those savings in a meaningful way in the production.

## Addendum – For HGTV Only

Given the unique nature of “Construction Production” for most HGTV shows, there is additional potential flexibility for trade-outs and some national vendors may be requested and considered. The requests should be submitted to your program executive and associate producer like any others. National vendors that do not fall into the category consideration list below should not be requested. **Please note, no paint trades or big box retail/e-tail of any kind will be approved.** Contact your program executive if you have questions

MAY REQUEST NATIONAL VENDORS	RESTRICTED TO LOCAL VENDOR REQUESTS ONLY
<ul style="list-style-type: none"> <li>Artwork</li> <li>Bathroom Vanities</li> <li>Building Services</li> <li>Cabinet Hardware</li> <li>Cabinets</li> <li>Countertops</li> <li>Curtains/Window Treatments</li> <li>Door Handles/Hardware</li> <li>Doors</li> <li>Exterior Lighting</li> <li>Fencing</li> <li>Firepits</li> <li>Fireplaces</li> <li>Flooring Supplies</li> <li>Garage Doors/Systems</li> <li>House Wrap</li> <li>Insulation</li> <li>Interior Lighting</li> <li>Kitchen Hoods</li> <li>Landscaping</li> <li>Large Kitchen Appliances</li> <li>Lumber</li> <li>Pools, Pool fencing/supplies</li> <li>Railings</li> <li>Roofing</li> <li>Screens (porches, windows)</li> <li>Siding</li> <li>Specialty Items (saunas, pool tables, etc)</li> <li>Specialty Machinery</li> <li>Staging Companies</li> <li>Tile</li> <li>Tile Supplies</li> <li>Wallpaper</li> <li>Windows</li> </ul> <p><b>**Indoor/Outdoor furniture and Décor <i>manufacturers</i> may be considered (no national retail or online stores that ship nationally will be approved)</b></p>	<ul style="list-style-type: none"> <li>Bathroom Fixtures</li> <li>Closet Systems</li> <li>Contractors or Labor</li> <li>Craft Supplies</li> <li>Decking</li> <li>Grills</li> <li>Handheld/Power Tools</li> <li>HVAC</li> <li>Indoor Furniture and Décor Retailers</li> <li>Kitchen Fixtures</li> <li>Movers/Moving Supplies</li> <li>Outdoor Furniture and Décor Retailers</li> <li>Pavers/Patio</li> <li>Skylights</li> <li>Small Appliances</li> <li>Wood Flooring</li> </ul> <p><b>** Shooting Locations must be local mom &amp; pop stores (no national brick and mortar stores, big box retail or online vendors will be approved)</b></p>