

PARAMOUNT ADVERTISING STANDARDS CATEGORY LIST 2022

CATEGORY	Primary	Backup
Adult Materials	JM	SW
Alcohol (A-L)	JM	SW
Alcohol (M-Z)	ZB	RCW
Appliances	MM	ES
Automobiles	MM	JB
Baby Products	JS	MM
Beverages	JS	RCW
Billboards	JS	HR
Candy/Snacks	MM	JB
Cleaning and Laundry Products	JB	MM
Clothing/Apparel/Footwear	ES	RCW
Competitive (A-D)	JM	ZB
Competitive (E-M)	ES	JS
Competitive (N-Z)	HR	JB
Competitive (Streaming Services)	SW	RCW
Computer Products/Companies/Services	ES	JB
Condoms	JM	ZB
Corporate/Businesses/Organizations	ZB	RCW
Cosmetics	JB	JS
Dietary/Nutritional Supplements	HR	SW
Electronics	MM	ES
Eye and Ear	JB	JS
Feminine Products	RCW	SW
Financial	ES	JB
Food	JB	MM
Fragrances (cologne, perfume, body sprays)	JS	HR
Gambling/Casinos	CC	ZB
Hair Care	RCW	HR
Household Products	MM	JB
Insurance	ES	MM
Jewelry	MM	JS
Medical Devices and Supplies	HR	JM
Miscellaneous	JB	ES
Movies (Studios A-H)	JM	HR
Movies (Studios I-S)	RCW	ES
Movies (Studios T-Z)	SW	ZB
Music (Labels A-L)	SW	HR
Music (Labels M-Z)	JS	ES
Office Supplies	JB	JS
Oral Hygiene	HR	MM
Over the Counter Medications	SW	HR
Paid Programming	ES	SW
Personal Care Products	RCW	SW
Pet Food/Pet Care	MM	JS
Phone & Communication	JM	ES
Political	CC	ZB
Prescription Medications	RCW	ZB
Real Estate	JS	JB
Religious	CC	RCW
Restaurants	JS	JM
Retail Stores	MM	JS
Shippers and Movers	JS	JM
Skincare	HR	MM
Social/Dating/Chat/Text Chat	SW	MM
Sporting Goods/Fitness	JS	ES
Toys and Games	JM	ES
Travel and Transportation	RCW	JM
Utilities/Gas/Power	MM	JM
Video Games (A-L)	RCW	JM
Video Games (M-Z)	ZB	SW
Vitamins	HR	ZB
Web-Only Products, Services & Sites	JB	RCW
Weight Loss (Ingestibles, Diet Goods & Products)	SW	HR

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