

803 ADVERTISING STANDARDS CANADA

CONSUMER DRUG ADVERTISING CLEARANCE 2011

INTRODUCTION

Advertising Standards Canada (ASC) is the national, not-for-profit, advertising industry self-regulatory body committed to ensuring the integrity and viability of advertising through responsible industry self-regulation.

Through ASC Clearance Services, we offer advertisers a fee-based, objective and independent advertising copy review service to assist advertisers to comply with specific sectoral legislation and regulations.

ASC Clearance Services has been reviewing consumer-directed nonprescription drug advertising since 1997. Since that time, our clearance complement has expanded to encompass the review of natural health product advertising and prescription drug direct-to-consumer advertising (DTCA) and direct-to-consumer information (DTCI).

ASC is also responsible for adjudicating consumer and competitor complaints about allegedly non-compliant advertising. The Consumer Drug Complaints Procedure is available on our website (www.adstandards.com).

Consumer Health Product Advertising Advisory Council

ASC has established a Consumer Health Product Advertising Advisory Council (CHPAAC), which consults with and provides advice to ASC about clearance policies and procedures, and assists ASC in promoting full compliance with the clearance process by advertisers and the media.

ASC CONSUMER DRUG SECTION, ASC CLEARANCE SERVICES

- Bilingual analysts at ASC Clearance Services review consumer-directed broadcast and mass print nonprescription drug and Natural Health Products (NHP) advertising under the provisions of the *Food and Drugs Act and Regulations*, the *Natural Health Products Regulations*, authorized product information (Health Canada-approved product label, Product Monograph or Product Licence, Labelling Standard or Category IV Monograph), and other relevant Health Canada Policies, Guidelines or ASC Clearance Policies.
- We offer **Regular** (4 day) and **Priority** (2 day) service. Priority is charged at twice the regular fee.
- **Campaign Evaluations for Prescription Direct-to-Consumer Advertising/ Information (DTCA/DTCI).**
- **Consultations/custom presentations** for new product launches, new advertising concepts.
- **Forwarding service for external approval:** At your request, ASC will forward your approved submission to Telecaster and/or CBC Advertising Standards.
- Our complete fee schedule is available on our website: www.adstandards.com.

MEDIA REVIEWED

ASC reviews nonprescription drug advertising in:

- **broadcast** (radio, television); and
- **mass print** (newspaper, magazine)
- **other** (i.e., outdoor, transit, flyers, consumer brochures, websites)

HOW TO SUBMIT ADVERTISING FOR REVIEW

- Create your own account and submit online from our website (www.adstandards.com) or complete an ASC Clearance Submission Form (available on our website) and submit by email to clearance@adstandards.com or by fax to (416) 961-7904.
- Indicate whether you would like Regular (4 day) or Priority (2 day) service.
- Indicate whether you would like us to forward your approved submission to Telecaster and/or CBC Advertising Standards.
- Include or attach enclosures with your submission (see the enclosure checklist below).

Enclosures checklist

- Remember to send us the most recently approved and complete label (all panels), clearly showing the DIN, NPN or DIN-HM number, along with the package insert and Product Monograph or Product Licence if these are not already in our files, or if they have been recently updated.
- When advertising new products or new indications, please include a legible copy of the product label, authorized product information (i.e., Product Monograph or Product License), the NOC, as appropriate.
- For non-therapeutic claims, the advertiser may provide claim support for ASC Clearance Services' evaluation, or provide written attestation that the advertiser possesses readily available, up-to-date, adequate, unbiased and statistically valid data to support the claims. *See ASC Clearance Policy: Claims About Non-Therapeutic Aspects of Nonprescription Drugs in Consumer-Directed Advertising.*
- Send English or French translations of ad copy in other languages.

CLEARANCE NUMBER

We'll forward an approved script (or our comments) to you within the timeframe you specified. Our analysts will advise you if additional review time is required. ASC Clearance Services will assign an ASC clearance number to approved advertising:

DMnnnnnn-L yymmdd

D	Drug
M	Media (T-TV, R-Radio, P-Print, X-Other)
nnnnnn	6 digit number
L	Language (E-English, F-French, B-Bilingual, X-Other)
yymmdd	expiry date (if required)

QUESTIONS?

If you have any questions, please contact:

**ASC Clearance Services
Advertising Standards Canada**

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We look forward to working with you.