

ASMI Approval Submission Guidelines to Improve Efficiency of the Advertising Office

Please submit all TV, radio and OTC print advertisements to ASMIadvertising@asmi.com.au (although email is by far the preferred option, applications can also be faxed to 02 9957 6204)

If it is a print advertisement for a complementary product then the ad must be submitted to the CHC advertising@chc.org.au (The product is complementary if active ingredients found in <http://www.tga.gov.au/cm/listsubs.htm>)

Approval Applications are charged according to TGA regulations. Details of the fee schedule can be found at the ASMI website (<http://www.asmi.com.au/industry/Approval-of-Advertisements.aspx>)

The standard approval timeframe is 10 working days. Please allow for this in your planning. If seeking an urgent approval please indicate urgency and the marketing deadline in the subject line of the email and the reasoning for the urgency in the body of the email. Pre-booking placements without allowing for the 10 working days is not a valid reason.

If the advertisement is a Re-Approval or a Minor Variation please either attach the previous approval document or indicate the previous approval number.

A Minor Variation is when only a few words or minor layout changes have been made. This attracts no fee within 3 months of the original approval. After this time changes will cost 50% of the applicable fee. If the change is more significant then the ad will be considered New.

Please attach full copies (not just abstracts) of supporting evidence, with relevant sections highlighted.

If you have questions please don't hesitate to contact me.

Anthony O'Byrne

Advertising Services Manager

Australian Self-Medication Industry (ASMI)

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Well Structured Email Submission

Subject Line of Email –

New/Minor Variation/Re-Approval Advertisement for Product Name

Body -

Please find attached **1 x TV/Radio/Print etc** advertisements for approval for Company Name with associated weblinks from the ARTG for current certificates of listing and indications:

1. **Product Name, AUST-R/AUST-L number**

ARTG link - <https://www.ebs.tga.gov.au/servlet/xmlmillr6?xxxxxxxxxxxxxxxxxxxx>

I have attached the following documentation:

- adverts:
 - New/Minor Variation of XXXX-XXXX/Re-Approval of XXXX-XXXX
 - Where the advertisement will be presented
- Application for Advertising Approval form
- Current label (front and back)
- Supporting Evidence
 - Detail

Should further information be required please contact me on ((Area Code) XXXX-XXXX)