

## Fees from 1 July 2011 - Advertising Approvals

Item	Matter	Fee \$
1.	Fee for an application, under regulation 5F, for approval of an advertisement intended to be published in specified media (other than broadcast media):	
	(a) if the time needed to process the application is an hour or less — for an advertisement:	
	(i) of not more than 100 words	200
	(ii) of more than 100 words	250
	(iii) of more than 300 words (including an advertorial)	390
	(iv) that is intended for publication in the classified advertisement columns of a newspaper or other publication	90
	(b) if the time needed to process the application is more than an hour	The fee applicable under paragraph (a) plus \$170 for each additional hour or part of an hour
	(c) if the application is for approval of a minor change to an approved advertisement (other than a change to information of the kind mentioned in paragraph 5C (2) (b), (e) or (f) of these Regulations) and the application is made more than 3 months after the advertisement was approved	90
	(d) if the application is for approval of an advertisement that is identical to an approved advertisement the approval number of which has expired under subregulation 5J (3)	50% of the fee applicable under paragraph (a) and, if applicable, paragraph (b)
	(e) if the application is for approval of a variation of an approved advertisement the approval number of which has not expired under subregulation 5J (3)	50% of the fee applicable under paragraph (a) and, if applicable, paragraph (b)
2.	Fee for an application, under regulation 5F, for approval of an advertisement intended to be broadcast in broadcast media:	
	(a) if the time needed to process the application is an hour or less — for an advertisement that is:	

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	(i) a television or cinema advertisement of not more than 150 seconds, including up to 3 variations of the advertising concept for the same product	990
	(ii) a television advertisement for a retail outlet that is intended to be broadcast on 1 regional station only in that station's regional area	520
	(iii) a television advertorial of more than 150 seconds:	
	(A) for the first minute of each script	750
	(B) for each additional minute or part of a minute of each script	210
	(iv) a radio advertisement, including up to 6 variations of the advertising concept for the same product	360
	(v) a radio advertisement that is intended to be broadcast in a regional area only, including up to 6 variations of the advertising concept for the same product	260
	(vi) a still cinema media advertisement (including outdoor media):	
	(A) of not more than 100 words	200
	(B) of not more than 300 words	250
	(C) of more than 300 words	390
	(b) if the time needed to process the application is more than an hour	The fee applicable under paragraph (a) plus \$170 for each additional hour or part of an hour
	(c) if the application is for approval of a minor change to an approved advertisement (other than a change to information of the kind mentioned in paragraph 5C (2) (b), (e) or (f) of these Regulations) and the application is made more than 3 months after the advertisement was approved	50% of the fee applicable under paragraph (a) and, if applicable, paragraph (b)
	(d) if the application is for approval of an advertisement that is identical to an approved advertisement the approval number of which has expired under subregulation 5J (3)	50% of the fee applicable under paragraph (a) and, if applicable, paragraph (b)

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	(e) if the application is for approval of a variation of an approved advertisement the approval number of which has not expired under subregulation 5J (3)	50% of the fee applicable under paragraph (a) and, if applicable, paragraph (b)