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ADVERTISING SERVICES OFFICE



Australian Government
 Department of Health and Ageing
 Therapeutic Goods Administration

Summary of Fees and Charges

At 1 July 2010

ABN: 40 939 406 804

ADVERTISING		Fee \$
Fees for Advertisements in "Specified Media" other than "Broadcast Media"		
Advertising processing time less than 1 hour and:	<ul style="list-style-type: none"> not more than 100 words 	190
	<ul style="list-style-type: none"> more than 100 words 	240
	<ul style="list-style-type: none"> more than 300 words (including advertorial) 	380
	<ul style="list-style-type: none"> minor change to an approved advertisement sought more than 3 months after approval 	90
	<ul style="list-style-type: none"> re-approval of an identical advertisement whose approval number has expired 	50% of applicable fee
	<ul style="list-style-type: none"> approval of a variation to an advertisement whose approval number has not expired 	50% of applicable fee
	<ul style="list-style-type: none"> classified advertisement 	90
Each additional hour or part thereof		170
Fees for Advertisements in "Broadcast Media"		
Advertising processing time less than 1 hour and:		
Television or Cinema Commercial up to and including 150 seconds in length with up to 3 variations of the one concept for the one product		960
Television Commercial for a retail outlet that is intended to be broadcast on 1 regional station only in that station's regional area		500
Television Advertorial greater than 150 seconds in length		730 for the first minute plus 200 per minute or part minute after that
Radio Advertisement including up to 6 variants of the one concept, for the same product		350
Radio Advertisement that is intended to be broadcast in a regional area only, including up to six variations of the one concept for the same product		250
Still Cinema Media including outdoor media:	<ul style="list-style-type: none"> not more than 100 words 	190
	<ul style="list-style-type: none"> not more than 300 words 	240
	<ul style="list-style-type: none"> more than 300 words 	380
	<ul style="list-style-type: none"> minor change to an approved advertisement sought more than 3 months after approval 	50% of applicable fee
	<ul style="list-style-type: none"> re-approval of an identical advertisement whose approval number has expired 	50% of applicable fee
	<ul style="list-style-type: none"> approval of a variation to an advertisement whose approval number has not expired 	50% of applicable fee
Each additional hour or part thereof		170

The above fee schedule accounts for the 1st hour of approval time/ad. In the vast majority of cases this allocation should result in an ad ready for approval. The process includes invoicing and receipting, initial screening of ads, requesting and assessing substantiating data and supporting information, meetings with advertisers, advice at concept stage, recommendations for amendments, feedback via fax or phone and final approval. Any extra time will attract an additional consultation fee levied at \$170 per hour or any part thereof.

Payment to ASMI by credit card incurs the following processing fees, including GST:
 Visa/Master/Bankcard: 2.3%; Diners 3.32%; Amex: 4.28%.