



AUSTRALIAN SELF-MEDICATION INDUSTRY

BETTER HEALTH THROUGH RESPONSIBLE SELF-CARE

SCHEDULE FOR ADVERTISING APPROVAL APPLICATION FEES

Effective 10 July 2009

Source: Therapeutic Goods Regulations 1990, schedule 9, part 2, sections 17 & 17A

MEDIA	FEES GST exempt unless specified.
Television or cinema commercial Up to and including 150 second commercials. Up to 3 variations of the one concept for the one product.	\$940
TV commercial – regional retail outlets only Applicable to commercials produced for retail outlet (e.g. pharmacy or health food shop) advertising on one local REGIONAL station within their own regional location. Retail outlets will not receive this discount if the commercial will be aired on metropolitan stations or in more than one regional station.	\$490
Television advertorial Any television spots greater than 150 seconds in length. Fee is per script.	\$710 for first minute plus \$200 for every minute after that
Radio commercial Up to 6 variants of the one concept, for the same product.	\$340
Radio commercial – regional Up to 6 variants of the one concept for the same product	\$240
Print & still cinema media <div style="text-align: right;"> Classifieds Not more than 100 words Between 100 and 300 words Over 300 words </div> This category includes outdoor media, catalogues, advertorials and all other forms of above-the-line promotional material. Fee levied per advertisement.	\$90 \$190 \$230 \$370
Revisions / re-approvals / cut-downs <ul style="list-style-type: none"> • Minor amendments to an advertisement previously approved require re-approval of the revised advertisement. <u>Minor</u> amendments to a script within 3 months after the date of approval will not attract a fee. Changes of retailer/outlet tags on a previously approved advertisement do not require re-approval, providing the approval is still current. • Approvals normally have a 2-year life span. When approval expires, re-approval must be sought. • Any cut down of a previously approved advertisement. Includes 5 & 10 second TV billboards based on existing approved TV advertisements. 	Minor changes to print advertisements: \$90 All other advertisements: 50% of scheduled fee
Consultation This fee applies to services provided by the Advertising Services Office (e.g. presentations, advisory services not necessarily related to the formal approval of advertisements, review of below-the-line material) and also to extra time (beyond the first hour) required for script approval.*	from \$170 per hour or part of an hour + GST

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%.

ADVERTISING SERVICES OFFICE
 SUITE 2202, LEVEL 22, 141 WALKER STREET, NORTH SYDNEY NSW 2060
 POST OFFICE BOX 764, NORTH SYDNEY NSW 2059
 PHONE: +61 2 9955 7205 FAX: +61 2 9957 6204 WEBSITE: WWW.ASMI.COM.AU ABN 55 082 798 952

REPRESENTING THE CONSUMER HEALTHCARE PRODUCTS INDUSTRY FOR OVER 30 YEARS