Attachment 2: ASMI approval process for direct to consumer advertising of non-prescription medicines (all broadcast advertisements AND advertisements for OTC medicines appearing outdoors or in print media (newspapers & magazines) or cinema films)

Advertisements for OTC medicines appearing in broadcast or print media or outdoors & advertisements for complementary medicines appearing in broadcast media

Sponsor applies to ASMI Advertising Services Office for approval of advertisement

Approval granted

Printed advertisements:
Approval number issued and must appear on advertisement
Approval is current for 2 years

Broadcast advertisements:
Copy of approved advertisement is to be provided to appropriate advisory body (CTVA* or CRA*)

Approval not granted

Sponsor may appeal to Minister for Health and Ageing

*CTVA: Commercial Television Australia
*CRA: Commercial Radio Australia Limited