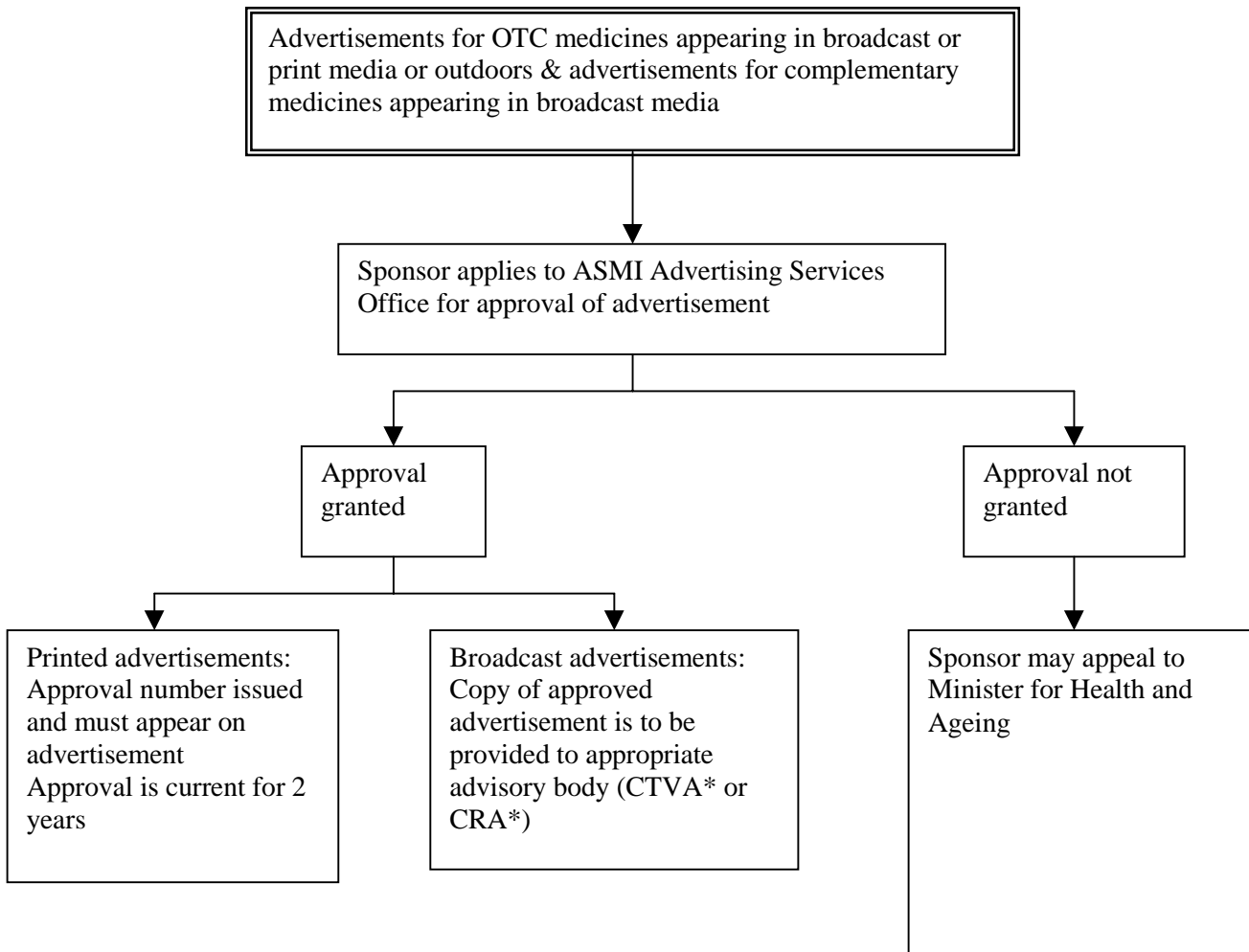


**Attachment 2 : ASMI approval process for direct to consumer advertising of non-prescription medicines** (all broadcast advertisements AND advertisements for OTC medicines appearing outdoors or in print media (newspapers & magazines) or cinema films)



\*CTVA : Commercial Television Australia

\*CRA: Commercial Radio Australia Limited