

ASMI Application Submission Guidelines

Please submit all (OTC and complementary medicine) TV and radio scripts and OTC print advertisements to ASMIadvertising@asmi.com.au

Print advertisements for complementary medicines (CM) must be submitted to the CHC advertising@chc.org.au. ASMI cannot provide pre-approval for print CM advertisements.

Approval applications are charged according to TGA Regulations. Details of the fee schedule can be found at the ASMI website (<http://www.asmi.com.au/industry/Approval-of-Advertisements.aspx>). The schedule is updated at the start of each financial year.

The standard approval timeframe is 10 working days. Please factor this into your planning. If you are seeking an urgent approval, please indicate the marketing deadline in the subject line of your email and the reasons for the urgency in the body of your email. Pre-booking placements without allowing for the 10 working days is not a valid reason for an application to be fast-tracked.

If the application is for a re-approval, minor change or variation to an existing approved advertisement, please either attach the previous approval document or indicate the previous approval number.

An application will be treated as a minor variation when only a few words or minor layout changes have been made. This attracts no fee within 3 months of the original approval. After this time changes will be charged at 50% of the applicable fee. If the changes are significant the ad will be considered new.

Please attach full copies (not just abstracts) of supporting evidence, with relevant sections highlighted.

If you have questions please don't hesitate to contact the office:

Advertising Services

Australian Self-Medication Industry (ASMI)

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PO Box 764, North Sydney NSW 2059

ASMIadvertising@asmi.com.au

www.asmi.com.au

Well Structured Email Submission

Subject Line of Email –

New/Minor Variation/Re-Approval Advertisement for Product Name

Body -

Please find attached **1 x TV/Radio/Print etc** advertisements for approval for Company Name with associated weblinks from the ARTG for current certificates of listing and indications:

1. **Product Name, AUST-R/AUST-L number**
ARTG link - <https://www.ebs.tga.gov.au/servlet/xmlmillr6?xxxxxxxxxxxxxxxxxxxx>

I have attached the following documentation:

- adverts:
 - New/Minor Variation of XXXX-XXXX/Re-Approval of XXXX-XXXX
 - Where the advertisement will be presented
- Application for Advertising Approval form
- Current label (front and back)
- Supporting Evidence
 - Detail

Should further information be required please contact me on ((Area Code) XXXX-XXXX)