



Advertising Standards Canada
Les normes canadiennes de la publicité

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ADVERTISING STANDARDS CANADA APPOINTS JANI YATES AS PRESIDENT AND CEO

(Toronto – May 2, 2016) Advertising Standards Canada (ASC) is pleased to announce the appointment of Jani Yates to the position of President and CEO effective June 13, 2016. A renowned leader in the Canadian advertising industry, Jani brings over 30 years of industry experience to ASC, most recently at the Institute of Communication Agencies (ICA), where she served as President for the past nine years. In this capacity, Jani served as the ICA's representative on ASC's Executive Committee and Board of Directors. Before joining ICA, Jani held various senior roles within a number of leading Canadian communication agencies. A tireless volunteer both in the advertising and marketing industry and in civic society, Jani is currently Chair of the CASSIES, on the ACTRA Fraternal Benefits Society's Board of Governors, and serves as a member of the Humber Advisory Board.

“On behalf of the Board, we are thrilled to welcome Jani on board as President and CEO. Her breadth of experience, energy and drive are a perfect fit for the next chapter in ASC's history,” commented Sandy MacLeod, ASC Chair of the Board and Chief Operating Officer, Print, Toronto Star Newspapers, Ltd. Following the announced resignation of Linda J. Nagel, ASC's long-standing President and CEO of 22 years in November 2015, the Board initiated a national executive search in early 2016. MacLeod noted, “Jani is an insightful and ardent proponent of responsible advertising self-regulation. Her rich knowledge of ASC and the complexities of self-regulation, and strong ties with a broad range of industry stakeholders, will certainly continue to advance our mission and mandate in the years to come. We look forward to working with her.”

About ASC

Advertising Standards Canada (ASC) is the national independent advertising industry self-regulatory body committed to creating and maintaining community confidence in advertising. ASC members – leading advertisers, advertising agencies, media and suppliers to the advertising industry – are committed to supporting responsible and effective advertising self-regulation. A not-for-profit organization, ASC administers the Canadian Code of Advertising Standards, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumers' complaints about advertising.

For more information, please contact:

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