BUILDING CONFIDENCE
in the Canadian Advertising Industry for over 60 years.

adstandards.ca
In order to help support the Canadian advertising industry, Ad Standards:

- Conducts annual **Consumer Research** that provides insights into Canadians’ perceptions of advertising
- Maintains and updates the Influencer Marketing Steering Committee’s **Disclosure Guidelines**, which provide effective disclosure guidance for online influencers
- Publishes an annual **Complaints Report** that details what consumers find problematic about recent Canadian advertising
- Keeps members appraised of recent Canadian and international advertising news through regular **Market Intelligence** updates

Ad Standards™

Consumer Research indicates that Canadian consumers would be more likely to trust an ad if they knew the advertiser was a member of Ad Standards. We encourage all members to demonstrate their commitment to responsible advertising by using this logo in their communications material.

Research also indicates that Canadians would be more likely to trust an ad reviewed by Ad Standards. For this reason, we’re happy to offer our Clearance Services Reviewed Logo, for use in ads that Ad Standards Clearance Services has precleared and determined to be compliant with pertinent regulations.

About Ad Standards

Ad Standards is committed to fostering community confidence in Canadian advertising and to ensuring the integrity and viability of advertising through effective industry self-regulation. As an independent, not-for-profit body, we administer the **Canadian Code of Advertising Standards**, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumer complaints about ads. Ad Standards Clearance Services reviews creative and offers consultative services in five categories, to help ensure advertising complies with relevant regulations.

Contact Us

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