

## Ad Standards Scholarship

### For advertising/marketing undergraduate students at Canadian post-secondary institutions

Students who wish to apply should complete the application form on page two of this document, gather the support documents listed below, and send them all in one pdf file to [scholarship@adstandards.ca](mailto:scholarship@adstandards.ca) before the application deadline, **February 28, 2025**.

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#### Application support documents:

- Academic results (screenshots accepted)
    - Scholarship recipients will be asked to provide a current, verified transcript.
  - Essay on “Why You Should Receive the Award”
    - This should include a summary of your volunteer work, academic achievements, career goals, and leadership and humanitarian qualities (max. 750 words)
  - Volunteer supervisor/associate letter of recommendation (max. 200 words)
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#### About the Scholarship

Ad Standards offers **two \$1500.00 scholarships** annually to full-time post-secondary students who are enrolled in an undergraduate Advertising or Marketing program at a Canadian university or college. One award is open to students attending a primarily English post-secondary institution and one is open to students attending a primarily French post-secondary institution. Successful applicants display a commitment to volunteerism, a record of academic excellence, and an interest in pursuing a career in advertising or marketing.

The scholarship honours Robert E. Oliver, Ad Standards’ first president and a pioneer of Canadian advertising self-regulation. Mr. Oliver played a key role in developing the *Canadian Code of Advertising Standards*, sat on various charity boards, and was an accomplished student and public educator.

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#### About Ad Standards

Ad Standards’ mission is to ensure advertising in Canada is truthful, fair and accurate. As an independent, nonprofit organization, we administer the *Canadian Code of Advertising Standards*, which is the principal instrument of responsible and effective advertising self-regulation nationwide. Ad Standards Clearance Services helps advertisers comply with applicable regulations and industry standards. Supported by our members, we enhance legal compliance and ethical advertising practices, and build the public’s confidence in Canadian advertising across all media.

## Scholarship Application Form

### PART A

Name: \_\_\_\_\_

Home Mailing Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_

Email: \_\_\_\_\_

Institution: \_\_\_\_\_

Program: \_\_\_\_\_

Anticipated Graduation Year: \_\_\_\_\_

### Please include the following support documents with this form:

- Your academic results (screenshots accepted)
- An essay outlining why you should receive this award. This should include a summary of your volunteer work, academic achievements, career goals, and leadership/humanitarian qualities.
- A letter of recommendation from a volunteer supervisor/associate.

### PART B

#### Contact information for the individual providing your letter of recommendation.

Name: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_ - \_\_\_\_ ext. \_\_\_\_\_

Email: \_\_\_\_\_

How did you hear about this scholarship?

Completed applications must be received by Ad Standards at [scholarship@adstandards.ca](mailto:scholarship@adstandards.ca) no later than February 28, 2025.