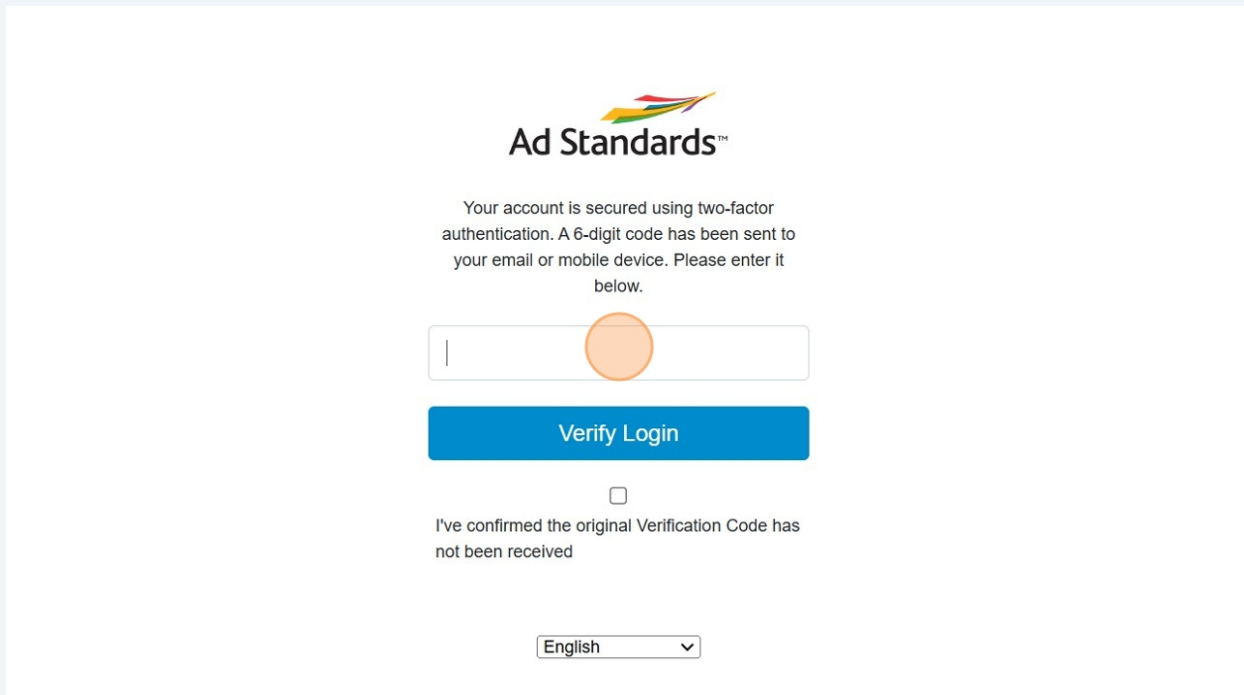


How to make a new submission

1

If asked, enter in the code sent to your email or mobile device (two-factor authentication.)



The screenshot shows the Ad Standards login verification interface. At the top center is the Ad Standards logo, which consists of the text "Ad Standards™" and a colorful graphic of three curved lines above it. Below the logo, a message reads: "Your account is secured using two-factor authentication. A 6-digit code has been sent to your email or mobile device. Please enter it below." Underneath this message is a text input field with a vertical cursor on the left and a large orange circle positioned over the right side of the field. Below the input field is a blue button with the text "Verify Login". Under the button is a small square checkbox. Below the checkbox, the text reads: "I've confirmed the original Verification Code has not been received". At the bottom center of the page is a language selection dropdown menu with "English" selected and a downward arrow.

2 Click on Clearance Submissions.

The screenshot shows the Ad Standards website interface. On the left, a 'Customer Menu' lists: Dashboard, Billing Address Book, Clearance Submissions (highlighted with an orange circle), Invoices, and My Account. The main content area is titled 'INCOMPLETE ORDERS' and contains a message: 'No Submission Records Found'. To the right, a welcome message reads: 'Welcome! Thank you for logging in to your account with Ad Standards. To get started with a new submission to Ad Standards Clearance Services, click the "Clearance Submissions" tab on the left. Note: Currently, only submissions for review under the Code for Responsible Advertising of Food and Beverage Products to Children may be submitted here. All other categories should be submitted using our old portal, with your prior username and password. If you have any technical problems with the site (e.g. broken link, content not loading, etc), please email: ITsupport@adstandards.ca Thank you for your patience and for partnering with us as we all become accustomed to the new portal. We are working hard to centralize all clearance service categories on the new system as quickly as possible. Watch our website and submission portals for further updates as other services migrate to the new system.'

3 Click on New Order.

The screenshot shows the Ad Standards website interface for 'Clearance Order Submission'. The left 'Customer Menu' lists: Dashboard, Billing Address Book, Clearance Submissions, Invoices, and My Account. The main content area has tabs for 'Open Orders' and 'Completed Orders'. Below the tabs is a search bar with a 'GO' button and a 'New Order' button (highlighted with an orange circle). Below the search bar is a table titled 'Open Clearance Orders'.

	Submission #	Order #	Activated	Submitted	Due Date	Status	Advertiser	Product	Script Title
View	4002110	1002452	<input type="checkbox"/>	October 23, 2024 5:06 PM	October 25, 2024 10:00 AM	Not Submitted	Great Books	Fantasy Series	Throne of glass

4 Select a Division.

Ad Standards™ English Logout

Customer Menu

- Dashboard
- Billing Address Book
- Clearance Submissions
- Invoices
- My Account

Clearance Order Submission

Open Orders Completed Orders

Step 1 - Create Order

Select Division

- Alcoholic Beverages
- Responsible Food Advertising to Children
- Children's Broadcast
- Children's Non-broadcast
- Cosmetics
- Food and Non-alcoholic Beverages
- Health Products

Order Communication Language

English

PO Number

Your Reference

Search & Select Advertiser

Select Advertiser Add Advertiser

Save Order Close

5 Select your Order Communication Language (the language Ad Standards will communicate with you on this order.)

Ad Standards™ English Logout

Customer Menu

- Dashboard
- Billing Address Book
- Clearance Submissions
- Invoices
- My Account

Clearance Order Submission

Open Orders Completed Orders

Step 1 - Create Order

Select Division

- Alcoholic Beverages
- Responsible Food Advertising to Children
- Children's Broadcast
- Children's Non-broadcast
- Cosmetics
- Food and Non-alcoholic Beverages
- Health Products

Order Communication Language

English

PO Number

Your Reference

Search & Select Advertiser

Select Advertiser Add Advertiser

Save Order Close

6

Enter your PO Number (if applicable) and your Reference Number (the internal number you may use for this order.)

The screenshot shows the 'Clearance Order Submission' interface. On the left is a 'Customer Menu' with links to Dashboard, Billing Address Book, Clearance Submissions, Invoices, and My Account. The main content area is titled 'Clearance Order Submission' and has two tabs: 'Open Orders' and 'Completed Orders'. Below the tabs is a 'Step 1 - Create Order' form. The form contains the following elements:

- Select Division:** A list of checkboxes for different product categories: Alcoholic Beverages, Responsible Food Advertising to Children, Children's Broadcast, Children's Non-broadcast, Cosmetics, Food and Non-alcoholic Beverages (checked), and Health Products.
- Order Communication Language:** A dropdown menu currently set to 'English'.
- PO Number:** A text input field with a checkbox to its left.
- Your Reference:** A text input field, highlighted with an orange circle.
- Search & Select Advertiser:** A dropdown menu labeled 'Select Advertiser' and a blue 'Add Advertiser' button.
- Buttons:** A green 'Save Order' button and a grey 'Close' button at the bottom of the form.

7

Search and Select an existing advertiser or Add Advertiser (you will be required to enter in some additional information for a new advertiser.)

The screenshot shows the Ad Standards website interface. At the top left is the Ad Standards logo. To the right of the logo are language and user options: "English" with a dropdown arrow and "Logout". Below the logo is a "Customer Menu" with links to Dashboard, Billing Address Book, Clearance Submissions, Invoices, and My Account. The main content area is titled "Clearance Order Submission" and has two tabs: "Open Orders" (active) and "Completed Orders". Under the "Open Orders" tab, there is a "Step 1 - Create Order" section. This section contains a "Select Division" list with checkboxes for: Alcoholic Beverages, Responsible Food Advertising to Children, Children's Broadcast, Children's Non-broadcast, Cosmetics (checked), Food and Non-alcoholic Beverages, and Health Products. To the right of this list are fields for "Order Communication Language" (set to English), "PO Number", and "Your Reference" (containing "1234"). Below these is a "Search & Select Advertiser" dropdown menu with "Select Advertiser" selected, which is circled in orange. To the right of this dropdown is a blue "Add Advertiser" button. At the bottom of the form are "Save Order" and "Close" buttons.

8

Click on Save Order to move forward or Close to exit and go back to the Clearance Submissions page.

The screenshot shows the Ad Standards website interface. At the top left is the Ad Standards logo. To the right of the logo are language and user options: "English" with a dropdown arrow and "Logout". Below the logo is a "Customer Menu" with icons and labels for "Dashboard", "Billing Address Book", "Clearance Submissions", "Invoices", and "My Account". The main content area is titled "Clearance Order Submission" and has two tabs: "Open Orders" (active) and "Completed Orders". Under the "Open Orders" tab, there is a "Step 1 - Create Order" section. This section contains a "Select Division" list with checkboxes for "Alcoholic Beverages", "Responsible Food Advertising to Children", "Children's Broadcast", "Children's Non-broadcast", "Cosmetics", "Food and Non-alcoholic Beverages" (checked), and "Health Products". To the right of this list are fields for "Order Communication Language" (set to "English"), "PO Number", "Your Reference" (set to "1234"), and "Search & Select Advertiser" (set to "Great Books"). An "Add Advertiser" button is next to the advertiser field. At the bottom of the form are "Save Order" and "Close" buttons. An orange circle highlights the "Save Order" button.

9

Choose an existing product from the Select Product menu or add a new product.

Food and Non-alcoholic Beverages

Order #: 1002453 Advertiser: Great Books Great Books

Select Product
Fantasy Series Product Sample

Title **Comm ID / ISCI Code**

Variation? Variation **Select Variations of** **Language**

Submission Type **Media**

Select Service

Notes

10 Enter the Title of this submission.

The screenshot shows a web application interface for submitting an advertisement. The main window is titled "Food and Non-alcoholic Beverages" and includes a close button (X) in the top right corner. The background shows a sidebar with navigation options: "Customer Menu", "Dashboard", "Billing Address B...", "Clearance Submis...", "Invoices", and "My Account". The top right of the background has "English" and "Logout" options.

Inside the submission form, the following information is displayed:

- Order #: 1002453
- Advertiser: Great Books Great Books
- Select Product:** A dropdown menu currently showing "Fantasy Series" and an "Add Product" button. There is also a checkbox for "Product Sample".
- Title:** An empty text input field, which is highlighted with an orange circle.
- Comm ID / ISCI Code:** An empty text input field.
- Variation?:** A checkbox labeled "Variation" which is currently unchecked.
- Select Variations of:** A dropdown menu showing "Select Submission".
- Language:** A dropdown menu showing "Select Language".
- Submission Type:** A dropdown menu showing "Select Submission Type".
- Media:** A dropdown menu showing "Select Media".
- Select Service:** An empty text input field.
- Notes:** A larger empty text area for additional information.

At the bottom right of the form, there are two buttons: "Save & Next" (in green) and "Cancel".

11

Enter in your Comm ID/ ISCI Code (if applicable.)

The screenshot shows a web application interface for 'Ad Standard'. A modal window titled 'Food and Non-alcoholic Beverages' is open. The modal contains the following elements:

- Order #:** 1002453
- Advertiser:** Great Books Great Books
- Select Product:** A dropdown menu with 'Fantasy Series' selected. Next to it is a blue 'Add Product' button and a checkbox for 'Product Sample'.
- Title:** A text input field containing 'Throne of Glass'.
- Comm ID / ISCI Code:** A text input field with a vertical line cursor, highlighted by an orange circle.
- Variation?:** A checkbox labeled 'Variation' which is unchecked.
- Select Variations of:** A dropdown menu with 'Select Submission' selected.
- Language:** A dropdown menu with 'Select Language' selected.
- Submission Type:** A dropdown menu with 'Select Submission Type' selected.
- Media:** A dropdown menu with 'Select Media' selected.
- Select Service:** A text input field.
- Notes:** A larger text input field.
- Buttons:** A green 'Save & Next' button and a grey 'Cancel' button at the bottom right.

12 Select the Language of this submission.

The screenshot shows a web application interface for submitting an advertisement. The main window is titled "Food and Non-alcoholic Beverages" and contains the following fields and options:

- Order #:** 1002453
- Advertiser:** Great Books Great Books
- Select Product:** Fantasy Series (dropdown), Add Product button, Product Sample checkbox.
- Title:** Throne of Glass (text input)
- Comm ID / ISCI Code:** 1234 (text input)
- Variation?:** Variation checkbox, Select Variations of dropdown (Select Submission), Language dropdown (English, highlighted with an orange circle).
- Submission Type:** Select Submission Type (dropdown)
- Media:** Select Media (dropdown)
- Select Service:** (text input)
- Notes:** (text area)
- Buttons:** Save & Next (green), Cancel (grey).

13 Select the Submission Type.

The screenshot shows a web application interface for 'Food and Non-alcoholic Beverages'. The form is titled 'Food and Non-alcoholic Beverages' and includes the following fields and options:

- Order #:** 1002453
- Advertiser:** Great Books Great Books
- Select Product:** Fantasy Series (dropdown), Add Product button, Product Sample checkbox.
- Title:** Throne of Glass (text input)
- Comm ID / ISCI Code:** 1234 (text input)
- Variation?:** Variation checkbox.
- Select Variations of:** Select Submission (dropdown)
- Language:** English (dropdown)
- Submission Type:** Advertisement Review (dropdown, highlighted with an orange circle)
- Media:** Select Media (dropdown)
- Select Service:** (empty text input)
- Notes:** (empty text area)
- Buttons:** Save & Next (green), Cancel (grey)

14 Select the Media.

The screenshot shows a web application interface with a sidebar on the left containing a 'Customer Menu' with items like 'Dashboard', 'Billing Address Book', 'Clearance Submissions', 'Invoices', and 'My Account'. The main content area displays a modal window titled 'Food and Non-alcoholic Beverages' with a close button in the top right corner. The modal contains the following fields and controls:

- Order #:** 1002453
- Advertiser:** Great Books Great Books
- Select Product:** A dropdown menu showing 'Fantasy Series' and an 'Add Product' button. There is also a checkbox for 'Product Sample'.
- Title:** A text input field containing 'Throne of Glass'.
- Comm ID / ISCI Code:** A text input field containing '1234'.
- Variation?:** A checkbox labeled 'Variation' which is currently unchecked.
- Select Variations of:** A dropdown menu showing 'Select Submission'.
- Language:** A dropdown menu showing 'English'.
- Submission Type:** A dropdown menu showing 'Advertisement Review'.
- Media:** A dropdown menu showing 'TV/Video/DOOH Video', which is highlighted with a blue border and an orange circle.
- Select Service:** An empty text input field.
- Notes:** A large empty text area for additional information.
- Buttons:** 'Save & Next' (green) and 'Cancel' (grey) buttons at the bottom right of the modal.

15

Enter in the length, number of pages, select Single Market Only and enter Market City (as applicable.)

Ad Standard | English | Logout

Food and Non-alcoholic Beverages

Order #: 1002453 | Advertiser: Great Books Great Books

Select Product
Fantasy Series Product Sample

Title
Throne of Glass | **Comm ID / ISCI Code**
1234

Variation? Variation | **Select Variations of**
Select Submission | **Language**
English

Submission Type
Advertisement Review | **Media**
TV/Video/DOOH Video

Length
Hours: | **Minutes**: | Seconds:
Single Market Only
Market City:

Select Service
 Regular - 48 hr Priority - 24 hr

Notes

16 Select Service level.

Ad Standard | English | Logout

Food and Non-alcoholic Beverages

Order #: 1002453 | Advertiser: Great Books Great Books

Select Product
Fantasy Series Product Sample

Title
Throne of Glass **Comm ID / ISCI Code**
1234

Variation? Variation **Select Variations of** Select Submission **Language** English

Submission Type Advertisement Review **Media** TV/Video/DOOH Video

Length: Hours: C Minutes: C Seconds: C

Single Market Only

Market City: Oakville

Select Service
 Regular - 48 hr Priority - 24 hr

Notes

17

Enter any notes you want to share with Ad Standards.

The screenshot displays a web form for submitting an advertisement to Ad Standards. The form is titled "Fantasy Series" and includes an "Add Product" button. The "Title" field contains "Throne of Glass" and the "Comm ID / ISCI Code" field contains "1234". Under "Variation?", the "Variation" checkbox is unchecked, and the "Select Variations of" dropdown is set to "Select Submission". The "Language" dropdown is set to "English". Under "Submission Type", the dropdown is set to "Advertisement Review". Under "Media", the dropdown is set to "TV/Video/DOOH Video". The "Length" section includes fields for "Hours", "Minutes", and "Seconds", each with a "C" dropdown. The "Single Market Only" checkbox is checked, and the "Market City" field contains "Oakville". Under "Select Service", the "Priority - 24 hr" radio button is selected, and the "Date: 2024-10-25 10:00:00 AM, Cost: \$ 115.00" is displayed. The "Notes" field is empty and has an orange circle highlighting it. At the bottom right, there are "Save & Next" and "Cancel" buttons. A "Close" button is visible on the right side of the form.

18 Click on Save & Next to continue.

Fantasy Series Product Sample

Title
Throne of Glass **Comm ID / ISCI Code**
1234

Variation? Variation **Select Variations of** Select Submission **Language** English

Submission Type Advertisement Review **Media** TV/Video/DOOH Video

Length Hours Minutes Seconds
C C C

Single Market Only

Market City Oakville

Select Service
 Regular - 48 hr Priority - 24 hr
Date: 2024-10-25 10:00:00 AM , Cost: \$ 115.00

Notes
Thank you for your review

19 Attach your Script by clicking on Select File (a script is mandatory). Attach supporting documents (storyboard, attestation, label, product monograph, product license, video, references, etc.)

File Attachment(s)

File type uploaded
 Script Supporting

Drop files here
Please select file(s) to upload.

Script File(s) Count: 0
No Script File(s) Found

Supporting File(s) Count: 0
No Supporting File(s) Found

Notes

20

You can delete a file if you have made a mistake.

The screenshot shows the 'File Attachment(s)' interface. At the top, there is a 'File type uploaded' section with radio buttons for 'Script' and 'Supporting'. Below this is a 'Drop files here' area with a 'Select File' button and the text 'Please select file(s) to upload.' The main section is a table for 'Script File(s)' with a 'Count: 1'. The table has columns for 'Submission #', 'Script Title', 'File', 'File Description', and 'File Size (Kb)'. A red 'Delete' button is highlighted in a circle next to the first row. Below the table is a 'Supporting File(s)' section with 'Count: 0' and the text 'No Supporting File(s) Found'. At the bottom, there is a 'Notes' text area and three buttons: 'Close', 'Add another commercial/script submission', and 'Continue'.

Submission #	Script Title	File	File Description	File Size (Kb)
4002575	Game Time	Script.docx	Script	30

21

Click Add another commercial/script submission if you want to add another submission for this advertiser to this order , otherwise click on Continue to review your order.

This screenshot is identical to the one above, showing the 'File Attachment(s)' interface. In this version, the 'Add another commercial/script submission' button at the bottom right is highlighted with a red circle, indicating the next step in the process.

22

On this screen you can Open a submission to review it or edit it, Delete the submission or you can Add a New Submission. Click on submit to go to billing.

The screenshot displays the Ad Standards web application interface. On the left is a 'Customer Menu' with options: Dashboard, Billing Address Book, Clearance Submissions, Invoices, and My Account. The top right shows 'English' and 'Logout'. The main content area features a table of submissions:

	Submission #	Status	Due Date	Product	Division	Title	Service	Price
Open Delete	4002111	Not Submitted	2024-10-25 10:00:00 AM	Fantasy Series	Food and Non-alcoholic Beverages	Throne of Glass	Priority - 24 hr TV/Video/DOOH Video Advertisement Review	\$115.00
Total								\$115.00

Below the table, there is a section for attachments:

Hide Attachment(s) File Count: 1

Review Order Attachments

	Submission #	Script Title	File Name	File Description	File Size (Kb)
View	4002111	Throne of Glass	Script.docx	Script	30

Previous File(s) 0

No Previous File(s) Found

Order Correspondence

At the bottom, there is a navigation bar with a 'Step 3 - Submit Order' button and a 'Submit Order' button (highlighted with an orange circle) next to a 'Close' button.

23

Choose a current billing address, Lookup and select an existing alternate billing address or Add New alternate billing address.

The screenshot displays the 'Ad Standard' interface. On the left is a navigation menu with items: Customer Menu, Dashboard, Billing Address Bd, Clearance Submis, Invoices, and My Account. The main content area is divided into sections:

- Submission Details:** A table titled 'Submission(s) List' with columns: Submission #, Product, Division, Script Title, Service, and Price. It contains one row for submission 4002111 and a total row.
- Current Billing Info:** A section with a confirmation message and three address selection options: 'My Address', 'Company Billing Address' (highlighted with an orange circle), and 'Alternate Billing Address'. Each option shows a sample address for 'Team Marley Test'.
- Copy Correspondence To:** A text input field for providing email addresses for correspondence.

On the right side, a partial view of a pricing table is visible, showing a 'Price' column and a row for '4 hr DOOH' with a price of '\$115.00'. Below this, there are buttons for 'Lookup' and 'Add New'.

Submission #	Product	Division	Script Title	Service	Price
4002111	Fantasy Series	Food and Non-alcoholic Beverages	Throne of Glass	Priority - 24 hr TV/Video/DOOH Video Advertisement Review	\$115.00
				Total	\$115.00

Current Billing Info
Please confirm that the information shown below is correct.
Invoice(s) will be sent to the indicated address

My Address
Morgan Benedictson
Team Marley Test
33 Bloor St East
Toronto, Ontario,

Company Billing Address
Team Marley Test
Team Marley Test
33 Bloor St East
Toronto, Ontario

Alternate Billing Address

Lookup Add New

Copy Correspondence To:
To send copies of all correspondence for this order to others, enter their email addresses, separated by commas

Price
4 hr DOOH \$115.00
Count: 1
Close

24 Add Copy Correspondence to this order.

Ad Standard

Customer Menu

- Dashboard
- Billing Address Bd
- Clearance Submis
- Invoices
- My Account

Submission Details

Submission(s) List

Submission #	Product	Division	Script Title	Service	Price
4002111	Fantasy Series	Food and Non-alcoholic Beverages	Throne of Glass	Priority - 24 hr TV/Video/DOOH Video Advertisement Review	\$115.00

Current Billing Info

Please confirm that the information shown below is correct.
Invoice(s) will be sent to the indicated address

My Address

Morgan Benedictson
Team Marley Test
33 Bloor St East
Toronto, Ontario

Company Billing Address

Team Marley Test
Team Marley Test
33 Bloor St East
Toronto, Ontario,

Alternate Billing Address

Lookup Add New

Copy Correspondence To:

To send copies of all correspondence for this order to others, enter their email addresses, separated by commas

English Logout

Price

4 hr \$115.00
DOOH

Count: 1

Size (Kb)

er Close

26

A summary of your order will display.

The screenshot shows the Ad Standards website interface. At the top left is the Ad Standards logo. To the right of the logo is the text "English" with a dropdown arrow and "Logout". Below the logo is a "Customer Menu" with links for Dashboard, Billing Address Book, Clearance Submissions, Invoices, and My Account. The main content area features the Ad Standards logo and contact information: "Tel: 416 961-6311" and "adstandards.ca". A notice states: "Ad Standards Clearance Services has received your order as summarized below. For any changes or questions regarding this order, please contact us by e-mail reply or call Ad Standards Clearance Services at (416) 961-6311 option 1." Below this is a section titled "Ad Standards note to submitter:" with a warning that incorrect information may cause delays. The "Order Summary" for Order #1002453 is displayed, including submission date (2024-10-23 5:25:53 PM), division (Food and Non-alcoholic Beverages), advertiser (Great Books), reference (1234), PO number, total submissions (1), total price (\$115), and member status (Non-Member/Non-Membre). A note indicates that member pricing would apply if the advertiser were a member. Billing information is provided at the bottom, including attention (Team Marley Test) and address (33 Bloor St East Toronto Ontario).

Ad Standards™ Tel: 416 961-6311 adstandards.ca English Logout

Customer Menu

- Dashboard
- Billing Address Book
- Clearance Submissions
- Invoices
- My Account

Ad Standards™

Ad Standards Clearance Services has received your order as summarized below. For any changes or questions regarding this order, please contact us by e-mail reply or call Ad Standards Clearance Services at (416) 961-6311 option 1.

Ad Standards note to submitter:
Please note that incorrect or missing information may result in administrative delays that could impact the timing of our response to you. Ad Standards will reach out to you by email if further information is needed for us to proceed with our assessment of your submission.

Order Summary - Order #1002453

Submitted: 2024-10-23 5:25:53 PM

Division: Food and Non-alcoholic Beverages

Advertiser: Great Books

Your Reference: 1234

PO Number:

Total Submission(s) in this order: 1

Total Price: \$115 (plus applicable taxes)

Member status of Advertiser - Non-Member/Non-Membre

If the Advertiser was a member of Ad Standards, the pricing would be reduced to member pricing (see our rates for details).

Billing Info:

Attention: Team Marley Test
Address: 33 Bloor St East Toronto Ontario

27 Click on Clearance Submissions.

Ad Standards English Logout

Customer Menu

- Dashboard
- Billing Address Book
- Clearance Submissions**
- Invoices
- My Account

Member status of Advertiser - Non-Member/Non-Membre

If the Advertiser was a member of Ad Standards, the pricing would be reduced to member pricing (see our rates for details).

Billing Info:

Attention: Team Marley Test
Address: 33 Bloor St East Toronto Ontario
Phone Number:
Email#:
Member Status: Non-Member/Non-Membre

Submission Details:

Submission #1: #4002111
Status: Pending
Product: Fantasy Series
Title: Throne of Glass
Comm ID/ISCI Code: 1234
Variation: No/Non
Language: English
Submission Type: Advertisement Review
Media: TV/Video/DOOH Video
Submission Options: Length: 00:01:00 Market City: Oakville
Service: Priority - 24 hr
Ad Standards Response date: 2024-10-25 10:00:00 AM
Charge: \$115
Attachments: Script.docx
Notes: Thank you for your review

28 Your submitted order will be displayed here.

Ad Standards English Logout

Customer Menu



- Dashboard
- Billing Address Book
- Clearance Submissions
- Invoices
- My Account

Clearance Order Submission

Open Orders Completed Orders

Search: GO | New Order PDF CSV

Open Clearance Orders

Submission #	Order #	Activated	Submitted	Due Date	Status	Advertiser	Product	Script Title
 4002111	1002453	<input type="checkbox"/>	October 23, 2024 5:23 PM	October 25, 2024 10:00 AM	Pending	Great Books	Fantasy Series	Throne of Glass
View  4002110	1002452	<input type="checkbox"/>	October 23, 2024 5:06 PM	October 25, 2024 10:00 AM	Not Submitted	Great Books	Fantasy Series	Throne of glass