

About Advertising Standards Canada

Fostering Community Confidence in Canadian Advertising

Advertising Standards Canada (ASC) is Canada's national not-for-profit advertising self-regulatory body, committed to creating and maintaining community confidence in advertising. Our mission is to ensure the integrity and viability of advertising in Canada through responsible industry self-regulation.

Created by the advertising industry in 1957, ASC was founded on the belief that responsible advertising self-regulation best serves the public and the industry. This principle has guided our work for more than 50 years.

