

About ASC Advertising Clearance Services

ASC has been providing advertising clearance services for the Canadian industry for over 35 years, beginning with the review of broadcast advertising to children in 1972. Advertising clearance is the review of advertising – usually pre-production – to evaluate compliance with specific legislation, regulation, codes or guidelines.

As the federal government disbanded its various advertising preclearance services in the 1990s, ASC expanded its clearance complement at the request of the involved industry sectors, the broadcasters and the federal government. Today, ASC Clearance Services is Canada's leading not-for-profit preclearance body delivering objective and independent advertising copy review and advisory services on a fee-for-service basis. Advertising clearance services are currently provided for the following five categories: alcoholic beverages, children's, consumer drugs, cosmetics, and food and non-alcoholic beverages.