

## About ASC Membership

Industry support, through membership in ASC, is the cornerstone of effective and responsible advertising self-regulation.

Research consistently demonstrates that consumers report greater confidence in advertisers that support responsible advertising industry self-regulation.

Through membership, ASC members:

- Demonstrate their commitment to responsible advertising self-regulation;
- Communicate corporate responsibility through support for the *Canadian Code of Advertising Standards*;
- Play a role in positively affecting consumer confidence in advertising; and
- Participate in setting and maintaining relevant and contemporary standards for advertising.