



# No Ifs, Ands or Buts.

Truth is an essential part of any successful ad campaign. Smart advertisers have known this for years. That's why the advertising industry created the *Canadian Code of Advertising Standards* more than 40 years ago. Since then the *Code* has set the standards for acceptable advertising in Canada. It helps ensure that the ads you see and hear are truthful, fair and accurate. Check it out for yourself. Because the more you know about advertising, the more you get out of it.

Learn about the *Code* at:  
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Advertising Standards Canada