

ACA Advertising Copy Advice

Reference: [To be inserted by ACA Secretariat]

Date: [Date]

This Advertising Copy Advice is issued under the auspices of the Association for Communication and Advertising (ACA). It reflects an independent assessment of the advertising material submitted, based on the information provided at the time of submission, and is subject to the conditions set out below.

Material Reviewed

- Description of material submitted
- Advertiser
- Brand / Product
- Medium / Platform (if applicable)

Assessment

The material was reviewed with reference to the relevant provisions of the advertising Codes administered by the Advertising Regulatory Board (ARB). Based on that review, the following observations are noted:

[Insert assessment commentary here]

Indicative Risk Outcome

- Generally acceptable (Green)
- Contains compliance risk / borderline issues (Amber)
- Raises material compliance concerns (Red)

Notes and Limitations

This Advertising Copy Advice identifies potential compliance considerations but does not constitute a guarantee that the advertising will not be subject to complaints. The primary responsibility for compliance remains with the advertiser and/or agency.

Conditions of Advertising Copy Advice

1. This opinion represents an independent assessment and does not constitute legal advice.
2. The advice is based solely on the material and information submitted and may change if additional information becomes available.

3. Media owners retain the right to accept or reject advertising at their discretion.
4. Neither the ACA nor the reviewer accepts liability for loss or damage arising from reliance on this advice.
5. Responsibility for compliance with the advertising Codes remains with the advertiser and/or agency.

Issued on behalf of the ACA Advertising Copy Advice Service

[Name of Reviewer]

[Title / Capacity]

Association for Communication and Advertising