



## **TVB-Telecaster Release – March 17, 2011**

### **New Requirement for Telecaster Submissions in the “Pre-Clearance” Categories**

This new requirement has been implemented to reduce the number of duplicate requests for Attestation Letters by Telecaster and the other pre-clearance organizations. It will also ensure that Telecaster reviews and approves the version of the commercial that was reviewed and approved by one of the pre-clearance organizations.

Specifically, effective **April 1, 2011**, all advertisers, agencies and stations who submit commercials to Telecaster in the “pre-clearance” categories will be required to provide both the stamped script from Advertising Standards Canada (ASC), MIJO Clearance or PAAB **and** the detailed pre-clearance comments section of the script approval. The “pre-clearance” categories include; Alcohol, Children’s Clearance, Clinical Trials, Consumer Drug, Cosmetics, Food, and Prescription Drugs. Telecaster will continue to perform script and spot reviews prior to receipt of the above documents but will need the above documents to be uploaded to the Telecaster submission before a Telecaster Number may be assigned.

Further inquiries regarding this update may be directed to Rhonda Bagnall, Manager, Telecaster Services, [rbagnall@tvb.ca](mailto:rbagnall@tvb.ca)