



## TVB Release – September 30, 2010

Theresa Treutler, President & CEO of the Television Bureau of Canada is pleased to announce the addition of the **“Offers and Purchase Terms”** section to the Telecaster Objectives Guideline. The information in this new section is important for **“all”** commercials that contain; limited time offers, special financing offers, **“Do not pay until”** and **“Do not pay the tax”** offers.

Please note that the bulleted information below was sent out previously in the new Direct Response Advertising Guideline (DRTV) Release on July 8, 2010 and August 31, 2010. This information may now be found in both the new **“Offers and Purchase Terms”** section of the **“Objectives Guideline”** <http://www.tvb.ca/pages/TCEObjectives.htm/> and in the **“Important to Note”** section at the bottom of the **“DRTV Guideline”** <http://www.tvb.ca/pages/TCEDirectResponse.htm/> :

- **“All”** commercials that contain financing terms such as **“0% financing”** and **“Do Not Pay Until ... (Date)”** must add a video super that indicates that the offer is based on approved credit or **“O.A.C.”**
- For **“all”** commercials that contain an offer such as **“Do Not Pay The Tax”** or **“We Pay The GST,”** a video disclosure statement will need to be added to the commercial to indicate how this is calculated at the time of sale or a **“see store for details”** video super will need to be added to the commercial.
- For **“all”** commercials that contain a time limited offer, a video super indicating **“Offer in effect until... (Date)”** or **“Price in effect until... (Date)”** will need to be added to the commercial.

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