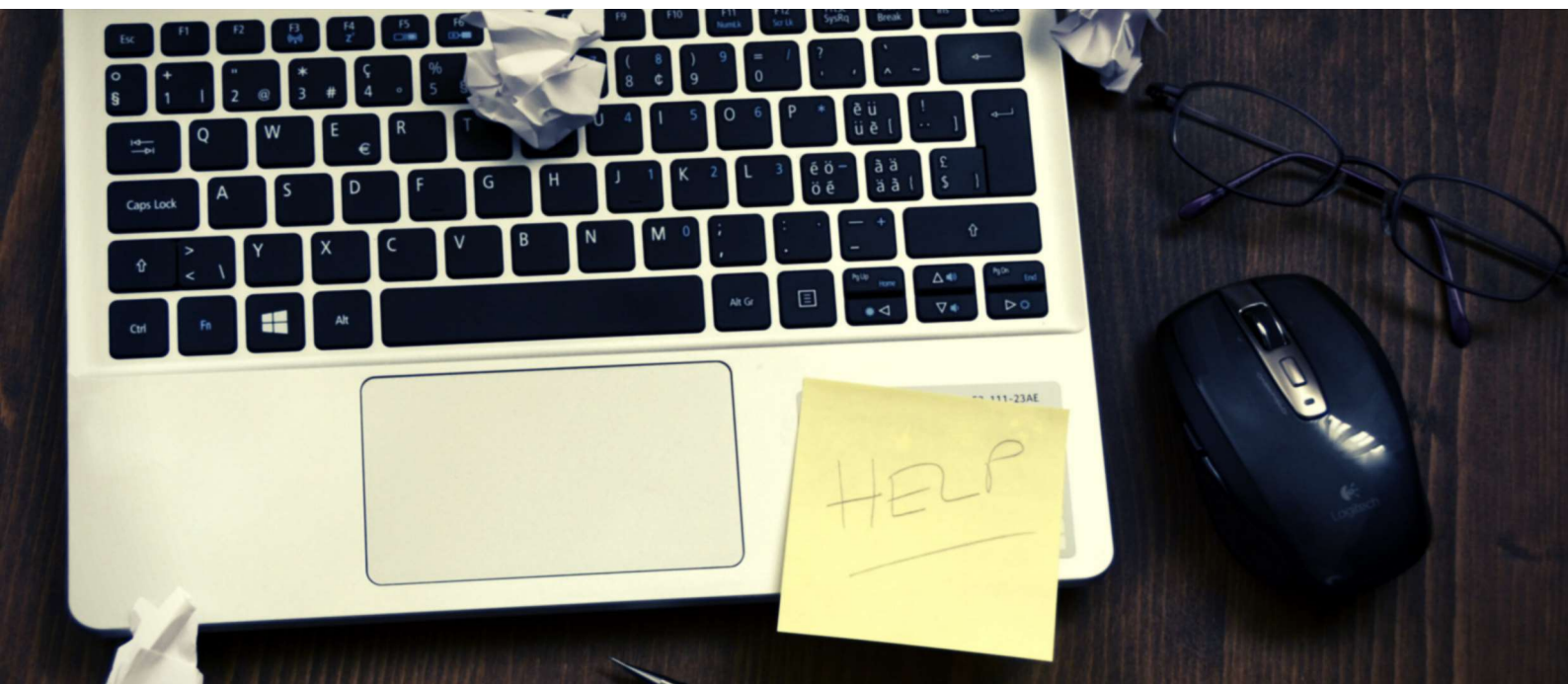


E-MAS

Medicine Advertising Service Material Review



FURTHER INFORMATION

New to e-MAS?
Be in touch for
further information
on what we can offer.

MORE THAN A STAMP

Are you and the team interested in a material review?
Do you need certification of external assessment prior to publication or broadcast?
Or simply looking to provide assurances to subscribers that reflects a high standard of service?
A thorough material review by an external assessor would alert you to any elements of your materials that do not comply fully with the TGAC and associated legislative instruments.
Should you wish, if issues are identified in the review we can work to offer an immediate solution while retaining the message.
By conducting a review you will gain confidence that your materials comply with the Code and minimise risk that you will encounter objections.
Until July 1st, 2020 certain materials needed to be pre-vetted by a TGA delegate prior to being broadcast, printed or displayed. This requirement has been removed, however many broadcasters and publishers still seek assurances of compliance.

SO HOW CAN E-MAS HELP?

Save time, money and stress

"Imagine how simple it could be - advice and certification all in one! "

Discovering non-compliance at a late stage can be time-consuming and frustrating. Enlist e-MAS early to advise, support you through any changes needed and then on request prepare an Advertising Compliance Assessment certificate that is recognised by key broadcasters and publishers. A unique identifier is provided for your records or to share.

This service is available to materials that are known colloquially as above-the-line and include mainstream media, broadcast media and certain types of printed displays. Below-the-line materials can also be assessed - the overarching principles of the advertising regulations are consistent.

Fees for this service are based on the type of media and word count. A base rate is set (eg \$300 for 4 print pages or up to 300 words) however as some reviews may be particularly complex and claims may require a considerable amount of substantiation an additional hourly rate may be agreed upon.

e-MAS will hold in the strictest confidence your materials, plus all other information you provide that is either marked as confidential or notified to us as being confidential. We will not disclose any confidential information to any other person, company or organisation without your company's permission.

