

We Stand Up For Advertising Standards.

We're Advertising Standards Canada, the industry's self-regulatory body. We're here to administer the Canadian Code of Advertising Standards, a code developed by and for the advertising industry to set the standards for responsible advertising. If an ad causes you concern, you have an avenue to express your point of view. Just share your concern with us in writing. We promise a thoughtful and prompt response.



ADVERTISING STANDARDS
CANADA
BRITISH COLUMBIA
CONSUMER RESPONSE COUNCIL

For details, call our recorded toll-free information line
at 1-877-656-8646 or visit us at adstandards.com

P.O. Box 3005, Vancouver, BC V6B 3X5 • bccouncil@adstandards.com