

Guide Application for Approval of Alcoholic Beverage Advertising

You must see that your application is received at the Régie at least 5 days before the date of the diffusion of the advertisement (sections 21 and 22 of the *Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages*).

Reminder to Educ'Alcool's members:

You can use the slogan **MODERATION IS ALWAYS IN GOOD TASTE** in your advertisement.

1 Identification

Indicate the name of the manufacturer or its representative and the address.

2 Detail of advertisement

N° RACJ

Do not write in this space, as it is reserved for the Régie.

Title of the add

Write in the name or the title of the add to be approved by the Régie.

Version N°

Indicate the add number (N° RACJ) which has already been submitted to the Régie and which is presented anew.

Publicity contest file N°

If the advertisement includes a publicity contest, indicate the file number (20-XXXX).

Language

Indicate the language used in the add.

Media

Indicate the type of media used to convey the message i.e. radio, television, sign, corporate add, newspaper or magazine add, on the side or back of a vehicle, banner, neck tie, etc.

2 Detail of advertisement (cont.)

Name of the manufacturer

Indicate the name of the manufacturer of the product advertised.

Brand name

Indicate the brand name of the product advertised.

3 Signature of applicant

Write the name of the advertising agency representative in block letters and sign the application.

4 Space reserved for the Régie

Do not write in this space.

Duties for an approved advertisement on alcoholic beverages

Approval of audio or video advertisement	\$115
Approval of advertisement other than audio or video	\$25

