

## Canadian Institute of Marketing joins Advertising Standards Canada



In November, the Canadian Institute of Marketing joined Advertising Standards Canada (ASC). Advertising Standards Canada is the national not-for-profit advertising self-regulatory body. It is committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising in Canada through responsible industry self-regulation.

Created by the advertising industry in 1957, Advertising Standards Canada was founded on the belief that advertising self-regulation best serves the interests of the industry and the public. This principle has guided our work and its activities on behalf of members, the public and industry for over 50 years.

Member support enables ASC to reach out and communicate to consumers about the importance of the Code and the value of ASC. And research consistently demonstrates that consumers report greater trust for an advertiser when they know it supports a Canadian advertising self-regulatory body.

Through membership, the Canadian Institute of Marketing:

- ✓ Demonstrates a commitment to responsible advertising self-regulation;
- ✓ Communicates corporate responsibility through support for the Canadian Code of Advertising Standards;
- ✓ Plays a role in positively affecting consumer trust in advertising; and



- ✓ Participates in setting and maintaining relevant and contemporary advertising standards.

ASC members can take advantage of reduced fees when attending many of ASC's seminars, workshops and events, scheduled throughout the year. See

<http://adstandards.com/en/index.aspx>