



AD REVIEW SUBMISSION FORM

Please complete this form and submit it with a copy of the item(s) to be reviewed, and supporting documentation to:

**Government Advertising Review
Office of the Auditor General of Ontario
20 Dundas Street West, Suite 1530
Toronto, Ontario M5G 2C2**

FOR OFFICE USE ONLY	
File Number [][][][][]-[][][][][][]	Approval Number [][][][][]-[][][][][]

MINISTRY INFORMATION

Ad Title	Campaign (if applicable)
Name of Ministry	Date (dd/mm/yy)
Contact Person(s)	Phone #
Email	

SUBMISSION TYPE	TOTAL # OF ITEMS (for each medium)	LANGUAGE (check all that apply)
<input type="checkbox"/> Preliminary <input type="checkbox"/> Final <input type="checkbox"/> Revised <input type="checkbox"/> Renewal – Supply approval number _____	___ Television/Cinema ___ Digital ___ Radio ___ Print ___ Billboard/Transit Ads ___ Print material for mass distribution	<input type="checkbox"/> English <input type="checkbox"/> French <input type="checkbox"/> Other <p>Note: A translation certificate is required for each ad in a language other than English.</p>

<p><i>Preliminary:</i> TV ad, cinema ad, or householder in an early stage of development. This stage is mandatory. Review period can take up to nine business days.</p> <p><i>Final:</i> Ad is fully developed and ready to print, broadcast, display or distribute. Review period can take up to five business days.</p>	<p><i>Revised:</i> Ad that was reviewed and not approved. Revised item must be submitted for a subsequent review and approved before use.</p> <p><i>Item for renewal:</i> Approved ad approaching or past its one-year approval expiration date.</p>
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DOCUMENTATION (please ensure your submission includes the following):

Estimated media costs (including creative production) for this submission \$ _____	<input type="checkbox"/> Copy of each advertisement and printout of any URL used in the ad
<input type="checkbox"/> Background information including campaign description and objectives, key messages, target audience, and media	<input type="checkbox"/> Translation Certificate for each language other than English (if applicable)

For more information on ad submissions, reviews and approvals, please consult the [Government Advertising Review Guidelines](#), or contact us at (416) 327-2336.