

## 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  Note: A translation certificate is required for each ad in a language other than English.

*Preliminary:* 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.

*Final:* Ad is fully developed and ready to print, broadcast, display or distribute. Review period can take up to five business days.

*Revised:* Ad that was reviewed and not approved. Revised item must be submitted for a subsequent review and approved before use.

*Item for renewal:* Approved ad approaching or past its one-year approval expiration date.

### DOCUMENTATION (please ensure your submission includes the following):

Estimated media costs (including creative production) for this submission

\$ \_\_\_\_\_

Copy of each advertisement and printout of any URL used in the ad

Background information including campaign description and objectives, key messages, target audience, and media

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.