



Advertising Levy

The Advertising Standards Authority runs a self-regulatory codes and complaints process for advertising standards and is supported by advertisers, advertising agencies and the media.

Funding the ASA

- The voluntary levy on advertising is set at 0.05% (\$500 per million) on all media expenditure, net of deals, VIDs, bonus time and space etc., but inclusive of agency commission where applicable.
- Where advertising is placed through an advertising agency the levy will be collected by the agency.
- Where the advertising is not placed through an advertising agency the advertiser will pay the levy.
- All levies are paid directly to the ASA.
- Payment will usually be made monthly, on the 20th of the following month.

The ASA supports the maintenance of high advertising standards. In doing so, we help maintain consumer confidence in advertising, thus enhancing its effectiveness.

In short, we see it as a win-win, for both consumers and industry. But it comes at a cost, which we believe is reasonable to spread across the whole advertising industry.

We look forward to your on-going support.

ALL ENQUIRIES TO:

Hilary Souter, Chief Executive
Advertising Standards Authority Inc.
PO Box 10-675, WELLINGTON.
T. 04 472 7852 F.04 471 1785
www.asa.co.nz asa@asa.co.nz