



TVB Release – July 8, 2010

Changes to the Telecaster DRTV Guideline and the New Rush Clearance Fee Option

Theresa Treutler, President & CEO of the Television Bureau of Canada is pleased to announce:

1. Changes to the Telecaster “**Direct Response Advertising (DRTV) Guideline**”
2. The launch of the **all new "Rush Clearance Fee" option.**

Please note that the **launch date** for the above changes will be **September 1, 2010** and the details appear below.

The New Direct Response Advertising (DRTV) Guideline:

Direct Response Advertising (DRTV) refers to commercials that include all of the following elements:

- Directly encourages viewers to purchase products or services via the telephone and/or internet in audio and video, and;
- Discloses the actual price of the product or service in audio and video, and;
- Provides a station specific 800# and/or Url.

For example; “Call now to order the new (product/service) for \$29.95” or “Order the new (product/service) online now at www...ca for \$29.95.” Once a DRTV commercial is approved, the letters “DR” will appear after the dash of the Telecaster Approval Number i.e. **C1234567-DR**

Please note that the following purchase terms must also be displayed on the price screen (in a clear and concise manner) in video only for a minimum of 3 seconds:

1. Whether the price stated is in Canadian (CDN) or US funds
2. Plus applicable taxes
3. Plus shipping & handling *
4. When relevant, the advertiser should indicate that a money back guarantee does not include the shipping costs to return the product. For example, “30 Day Money Back Guarantee (Less S+H).”

* Point three is applicable to products that are offered without cost and where a shipping and handling fee will apply.

If the viewer will incur charges for placing the call please refer to the **Phone Service Guideline**.

Important To Note:

Commercials that contain financing terms such as “0% financing” and “Do Not Pay Until ...” must add a video super that indicates that the offer is based on approved credit or “**O.A.C.**” For commercials that contain an offer such as “Do Not Pay The GST” or “We Pay The GST,” a video disclosure statement will need to be added to the commercial to indicate how this is calculated at the time of sale or a “see store for details” video super will need to be added to the commercial.

Also, for commercials that contain a time limited offer, a video super indicating “Offer in effect until ...” or “Price in effect until ...” will need to be added to the commercial.

DR Commercials must also comply with all other relevant Telecaster Services guidelines.

Rush Clearance Fee Option:

The new “Rush” clearance service option (with fee structure below) will be offered with the condition that the client will receive a **“Maximum 4 Hour clearance service (defined as Telecaster “review notes” or an “approval number” if all required elements are present to approve the commercial) during regular Telecaster business hours EST.”** A “Rush Clearance” button will appear on the Telecaster Online Submission Form and a payment screen will appear when the client clicks on this option. Payment will be collected through the established e-commerce functionality on the TVB Website.

- **Telecaster Member - \$50.00**
- **Non Broadcaster (Agency) - \$50.00**
- **Non Member Station - \$100.00**

Further inquiries regarding these changes may be directed to Rhonda Bagnall, Manager, Telecaster Services, rbagnall@tvb.ca