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Fact is, truth is an essential part of any successful ad campaign. Smart advertisers have known this for years. That's why the advertising industry created the *Canadian Code of Advertising Standards*. For more than 40 years, the *Code* has set the standards for acceptable advertising in Canada. It helps ensure that the ads you see and hear are truthful, fair and accurate. Check it out for yourself. Because the more you know about advertising, the more you get out of it.

To learn more about the *Code*, visit  
[www.adstandards.com](http://www.adstandards.com) or call our recorded  
toll-free information line at 1-877-656-8646.



Advertising Standards Canada