

ASC Updated Code & Manual of Procedures : Proposed Addendum on Digital Pre-Screening

July 2016

ASC Code

Placement and Execution

Social Media

Facebook/Twitter/Instagram

Digital Video Execution

Youtube

Digital Video Execution

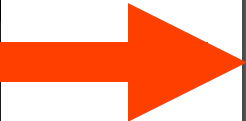
On Mandatory Statements - Digital Video

Option 1 for Youtube video



Positioning/{Height: 20 px from bottom of video}
Size and font: 15 pts., Arial
ASC must be present all the time

(While video is running)



Visual Description: 1 second mandatory exposure
SUPERS: PROMO DURATION JAN TO DEC. PER DTI PERMIT
NUMBER XXXX S. 2016ASC REF CODE: P000N000000X

(mandatory exposure)

On Mandatory Statements - Digital Video

Option 2 for Youtube video

When on the video link

PROMO DURATION JAN 01, 2016 — DEC. 31, 2016
PER DTI PERMIT NUMBER XXXX S.2016

Video Name

Uploader

Description
ASC REF CODE: P000N000000X

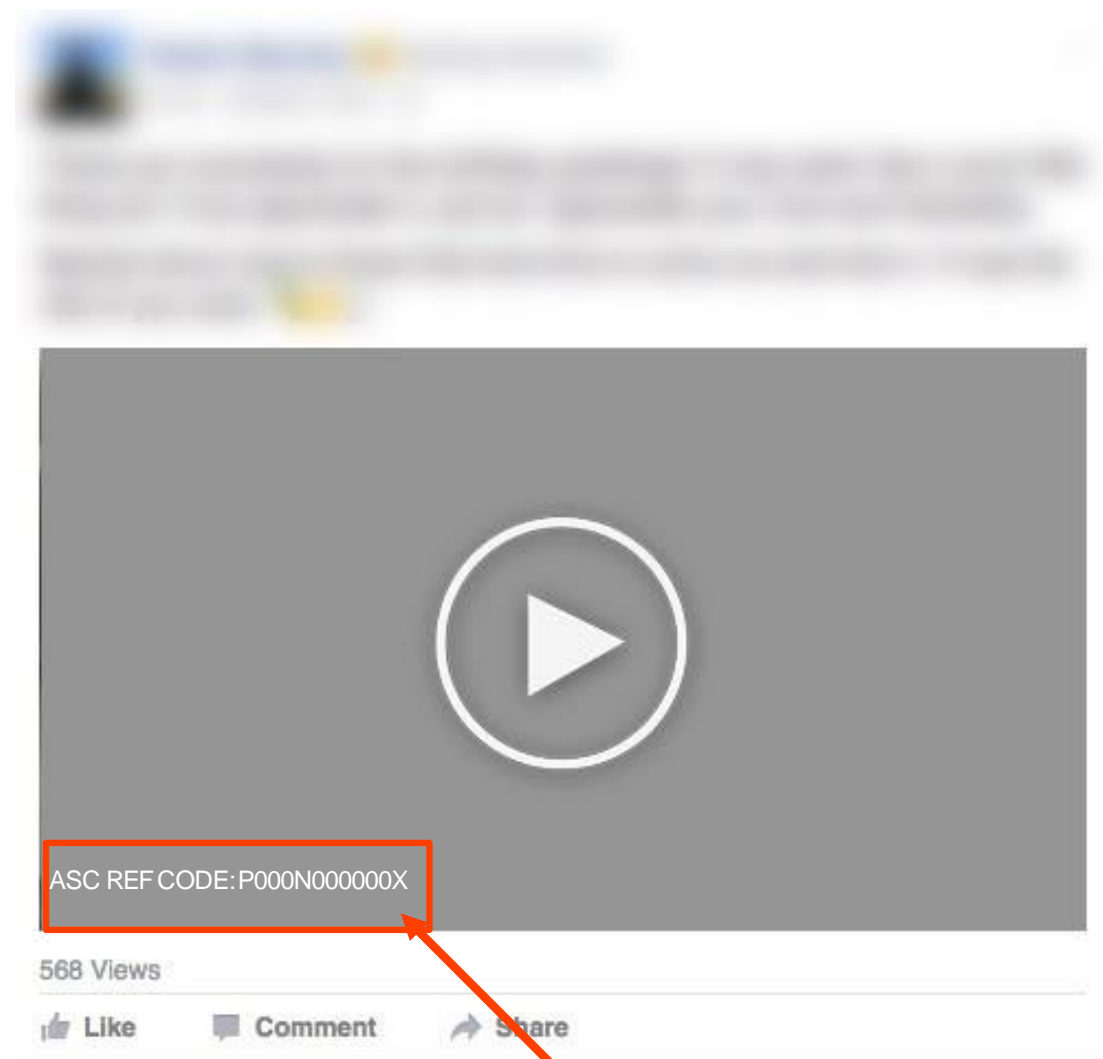
In the description:
ASC REF CODE: P000N000000X

Facebook

Digital Video Execution

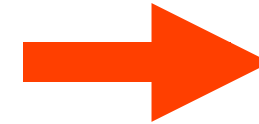
On Mandatory Statements - Digital Video

Option 1 for Facebook video



Positioning/{Height: 20 px from bottom of video}
Size and font: 15 pts., Arial
ASC must be present all the time

(While video is running)



(mandatory exposure)

On Mandatory Statements - Digital Video

Option 2 for Facebook video



In the caption: ASC REF CODE: P000N000000X

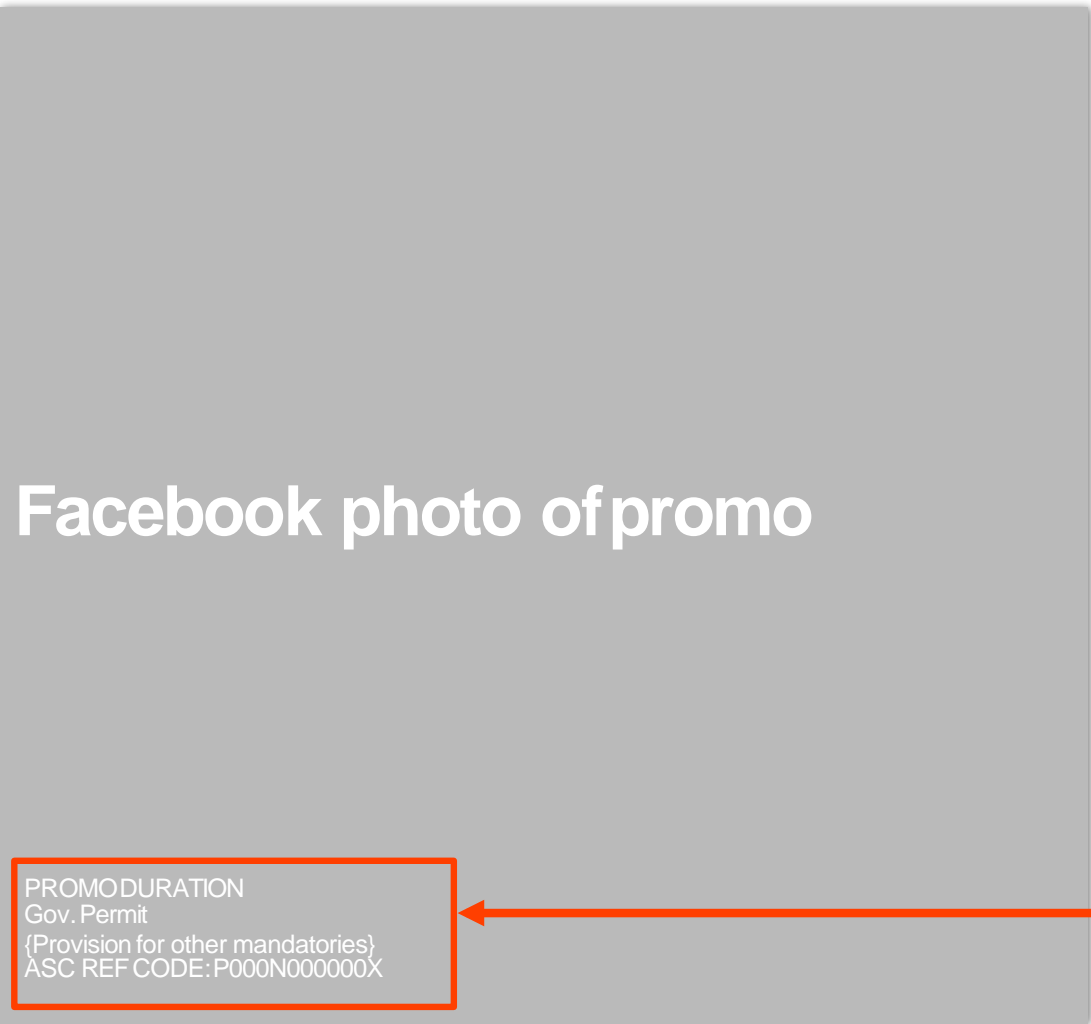
Note that the government/industry mandatory phrase, e.g., PROMO DURATION JAN TO DEC. PER DTI PERMIT NUMBER XXXX S. 2016, must always be integrated in the main material. Only the ASC reference code shall be allowed to be included in the caption should Option 2 be applied.

Facebook Execution

Newsfeed and right-handcolumn

On Mandatory Statements - Facebook

Caption



OR

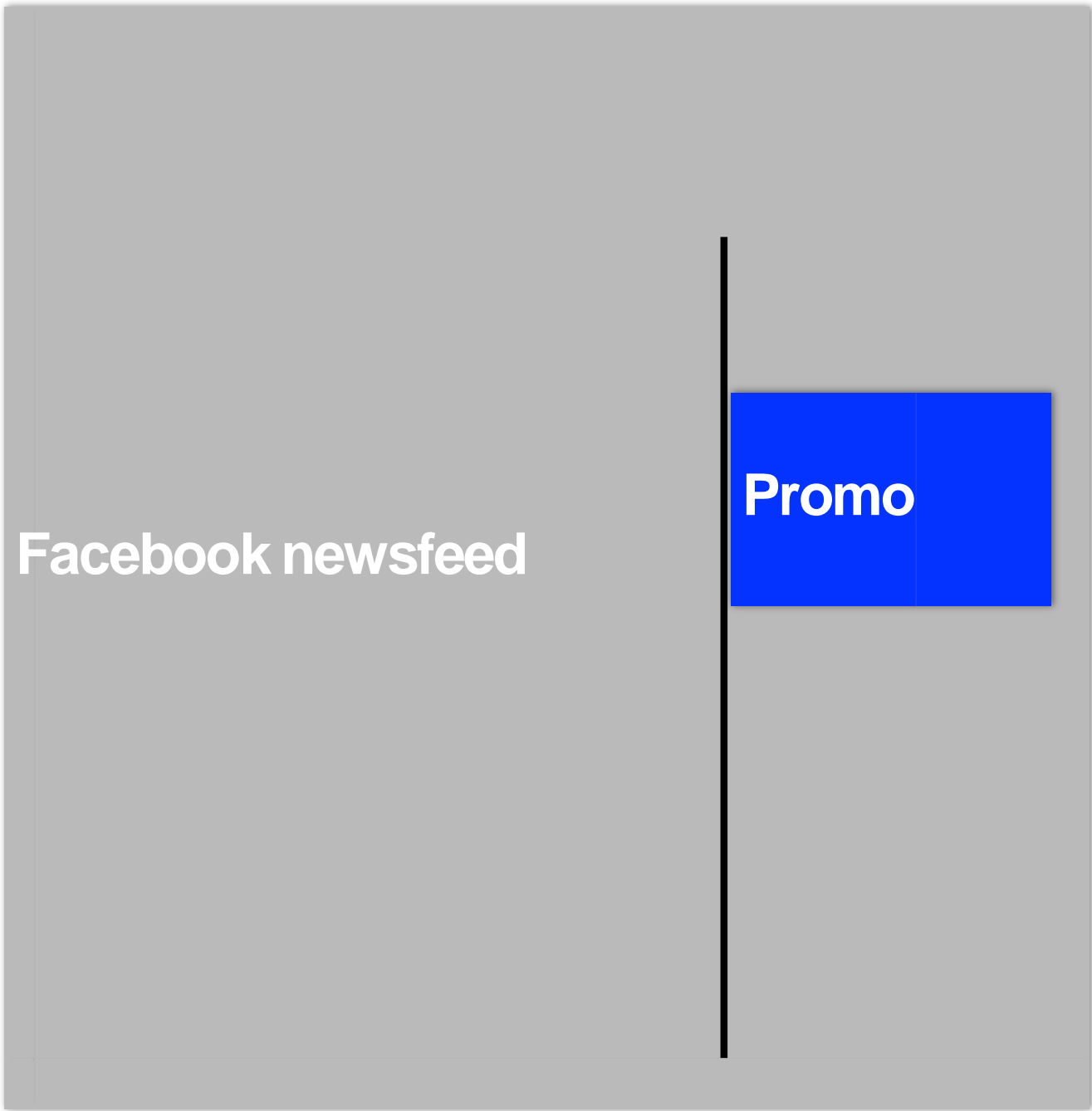
Promo caption line1

Last line should contain the ASC REF CODE. The government/industry mandatory phrase must still be integrated in the Facebook photo of the promo.

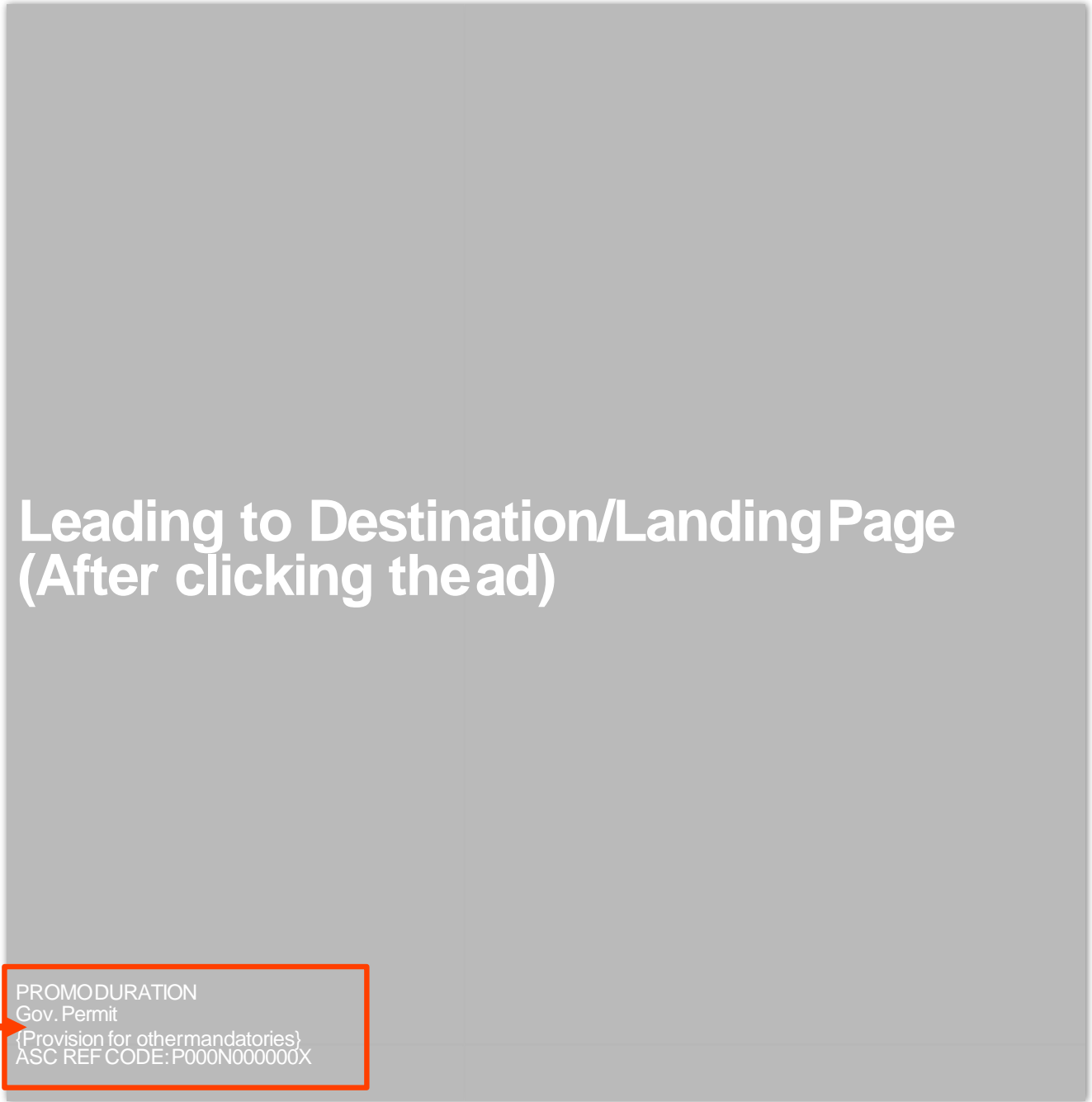


Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

On Mandatory Statements - Facebook (right-hand side)



Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code



Instagram Execution

On Mandatory Statements - Instagram

Instagram photo of promo

PROMODURATION
Gov. Permit
{Provision for other mandatories}
ASC REF CODE:P000N000000X

OR

Instagram photo of promo

PROMODURATION
Gov. Permit
{Provision for other mandatories}

Caption line 1

Caption line 2

Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

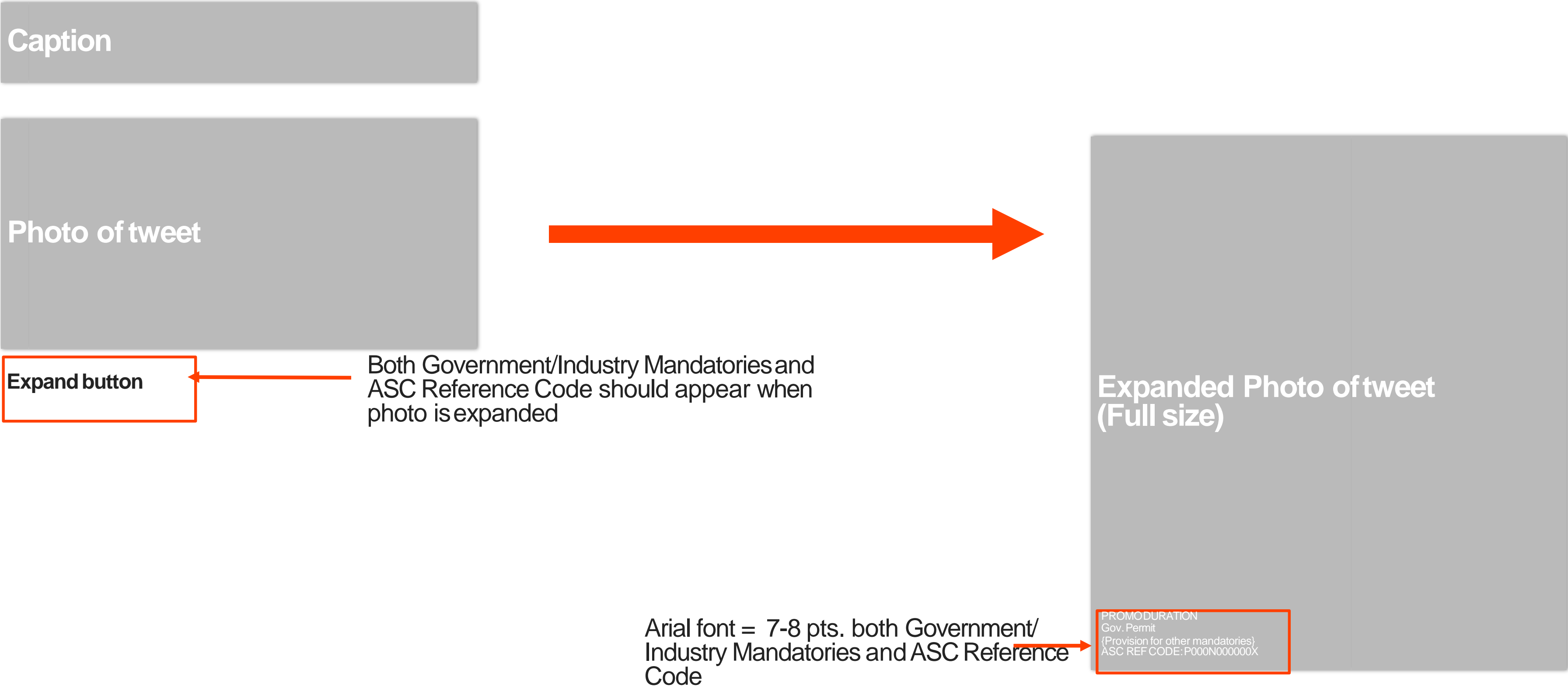
Promo caption line1

Last line should contain the ASC REF CODE. The
government/industry mandatory phrase must
still be integrated in the Instagram photo of
the promo.

Twitter Execution

Text-only and Phototweets

On Mandatory Statements - Twitter (Photo)



On Mandatory Statements - Twitter (Tweet only)

Promo Tweet with [bit.ly](#)

Twitter promo caption must include [bit.ly](#) directing to landing page



Leading to Destination/Landing Page
(After clicking the ad)

Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

PROMODURATION
Gov. Permit
(Provision for other mandatories)
ASC REF CODE: P000N000000X

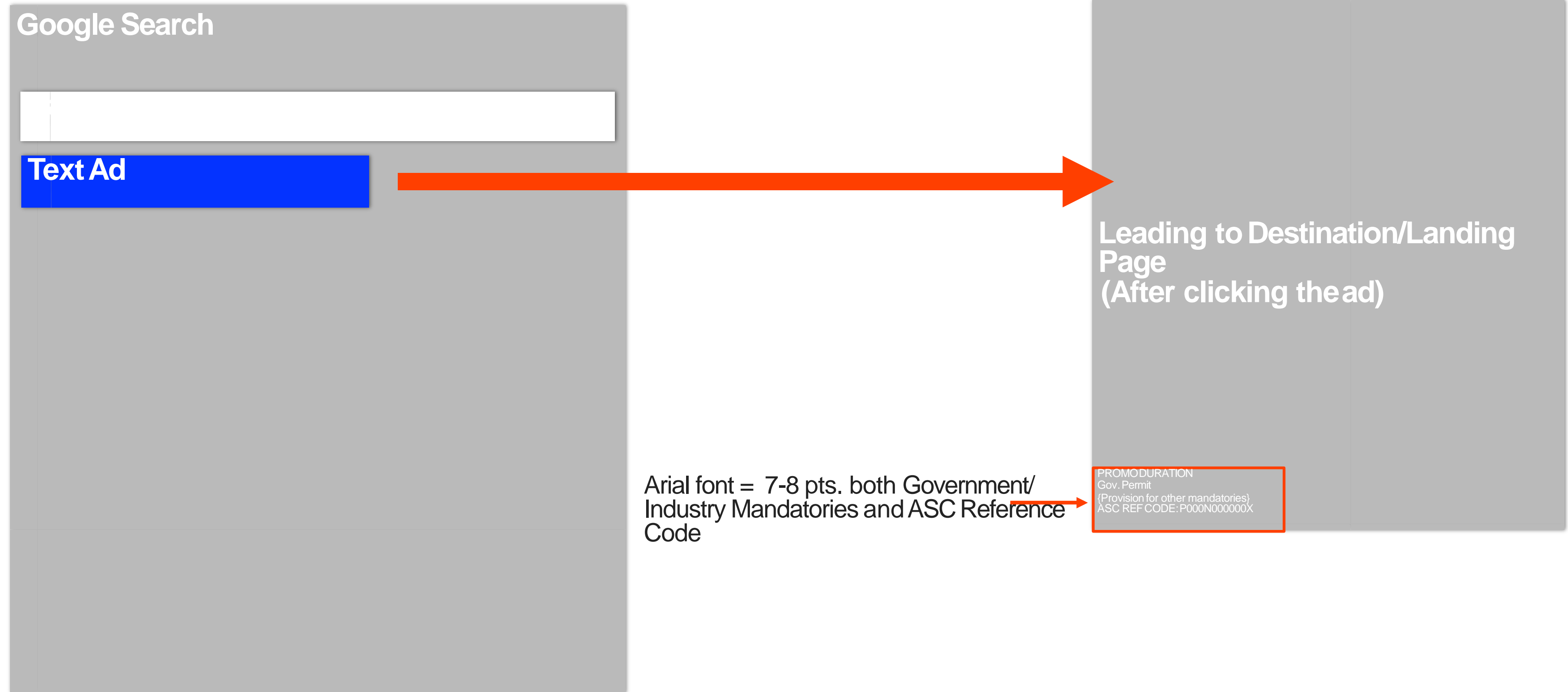
Google

Digital Format

Text Execution

Google Search

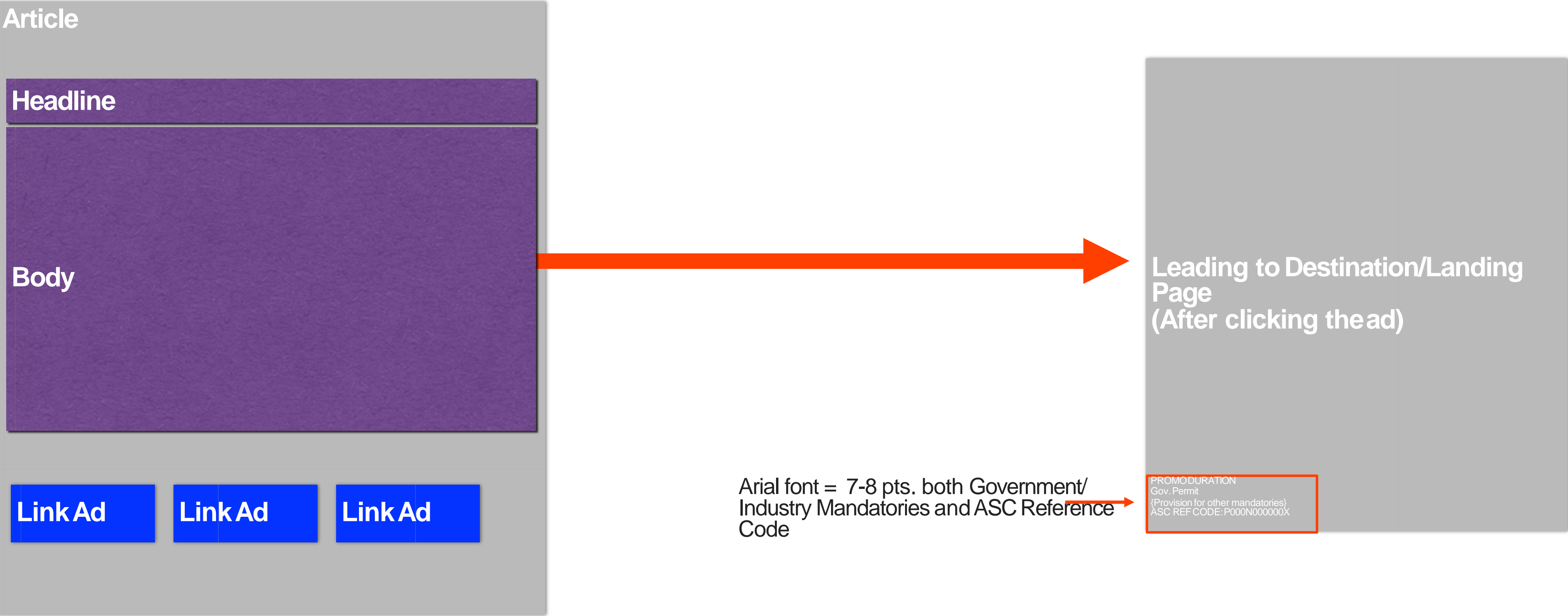
Text ad Execution of ASC Ref Code



Link Ad Execution

Google Search

Link ad Execution of ASC Ref Code



Non-animated Execution

Google Image ads

Non-animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.

320px x 50px

320px x 100px

468px x 60px

728px x 90px

970px x 90px

970px x 250px

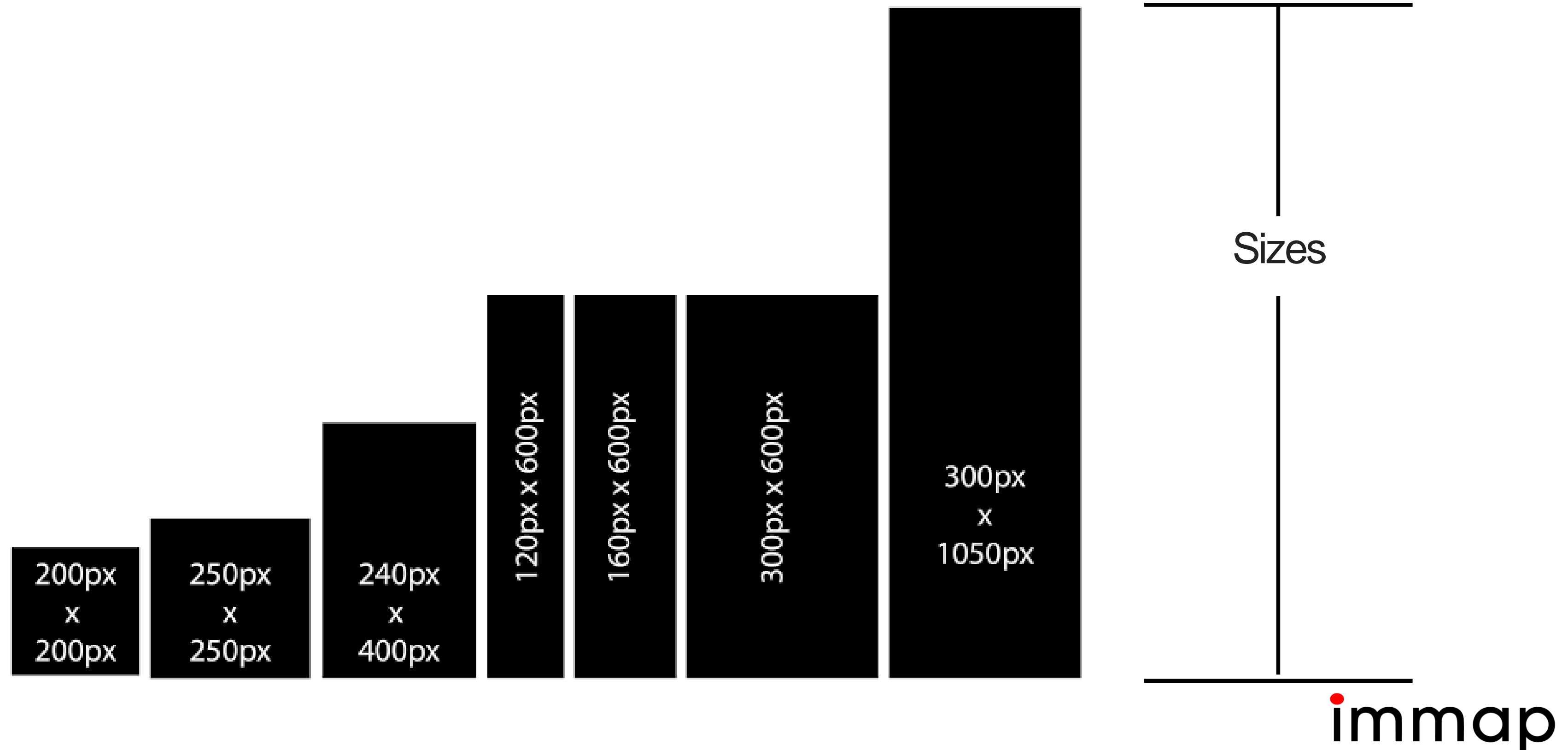
336px
x
280px

300px
x
250px

Sizes

Non-animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.

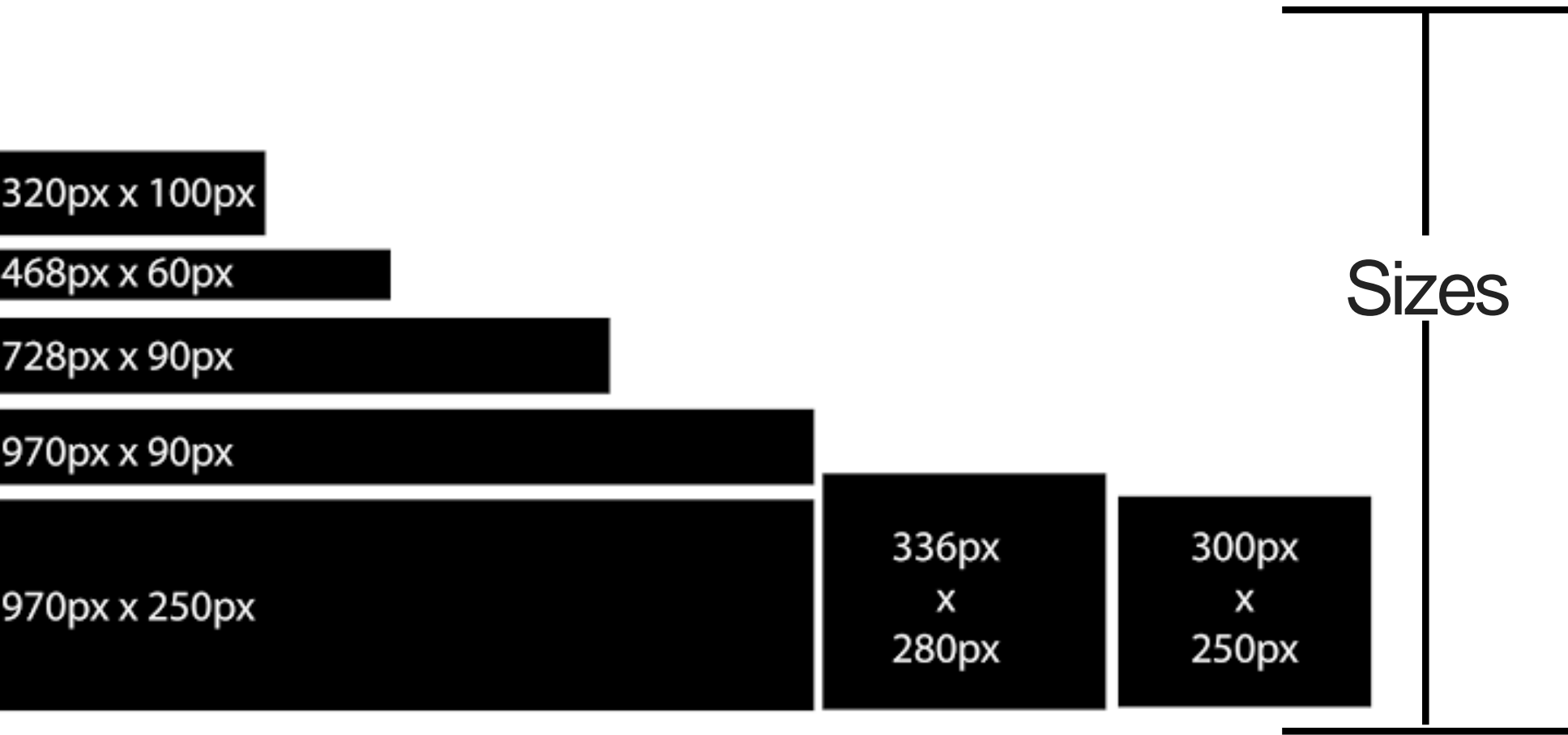


Animated Execution

Google Image ads

Animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

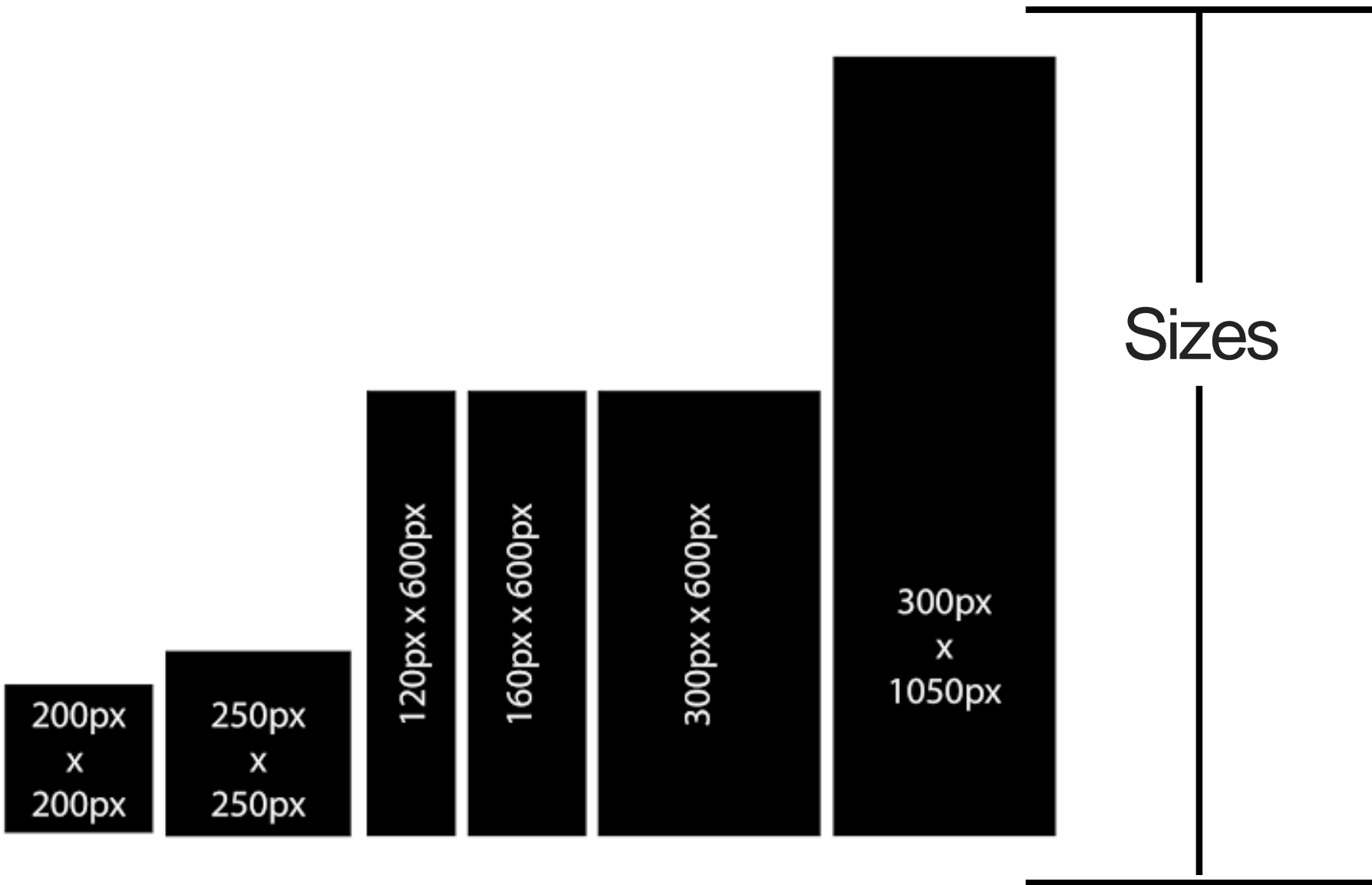
Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Animated Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Rich Media Execution

Google Image ads

HTML5 Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



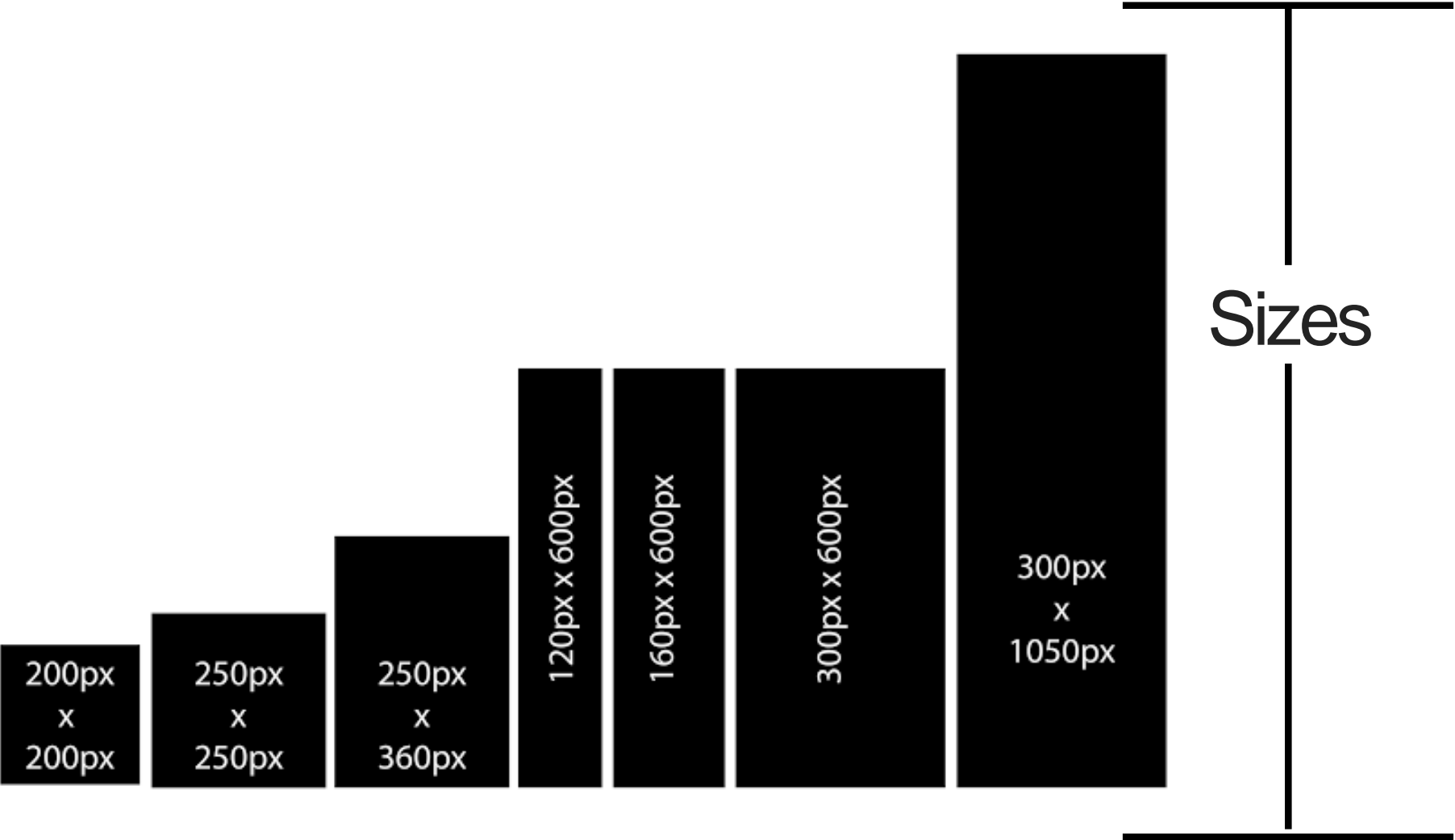
OR



Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

HTML5 Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

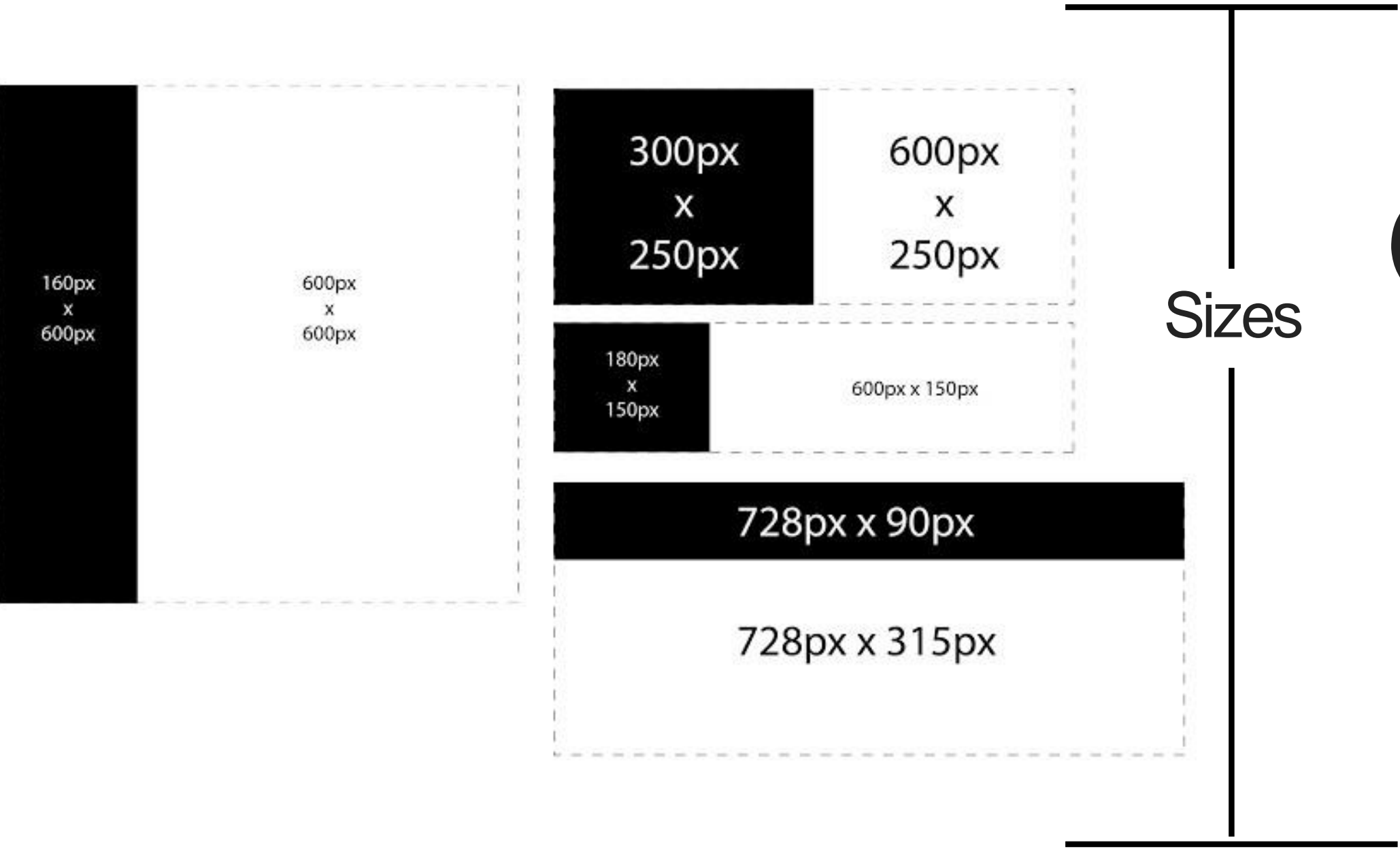
Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Expandable/Retractable video ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

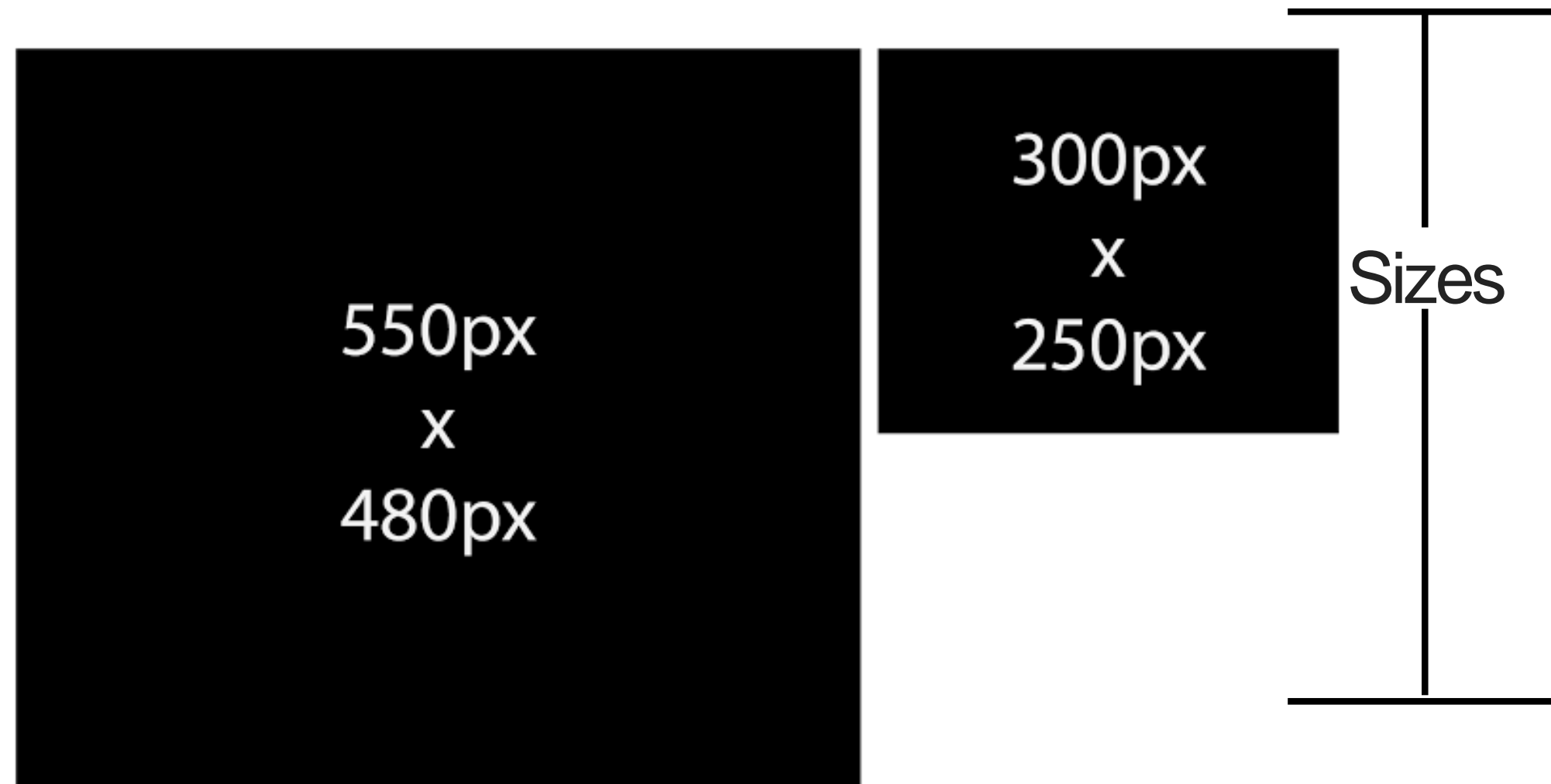
Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

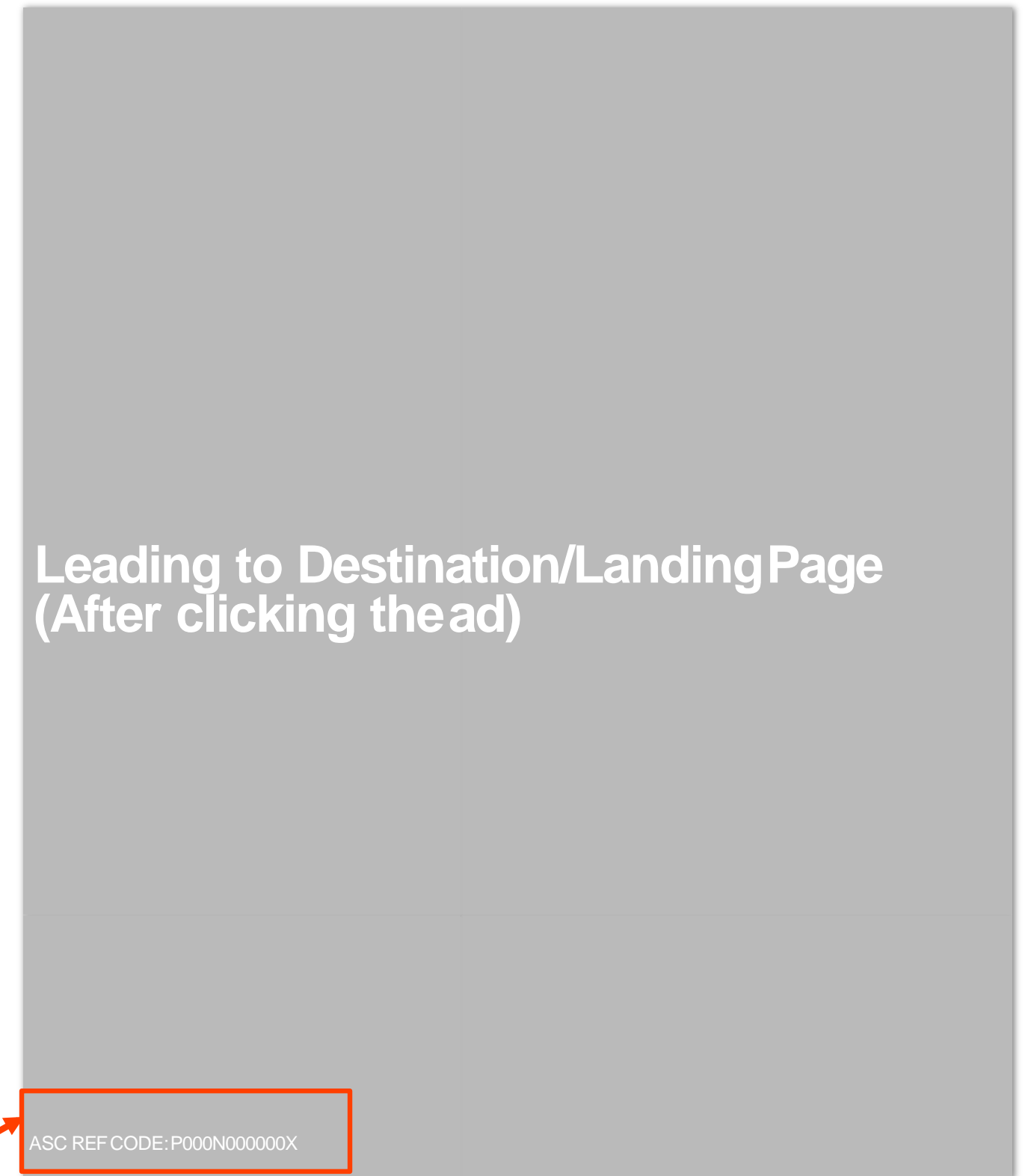
Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Pop Ups Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR



Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Floating ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR



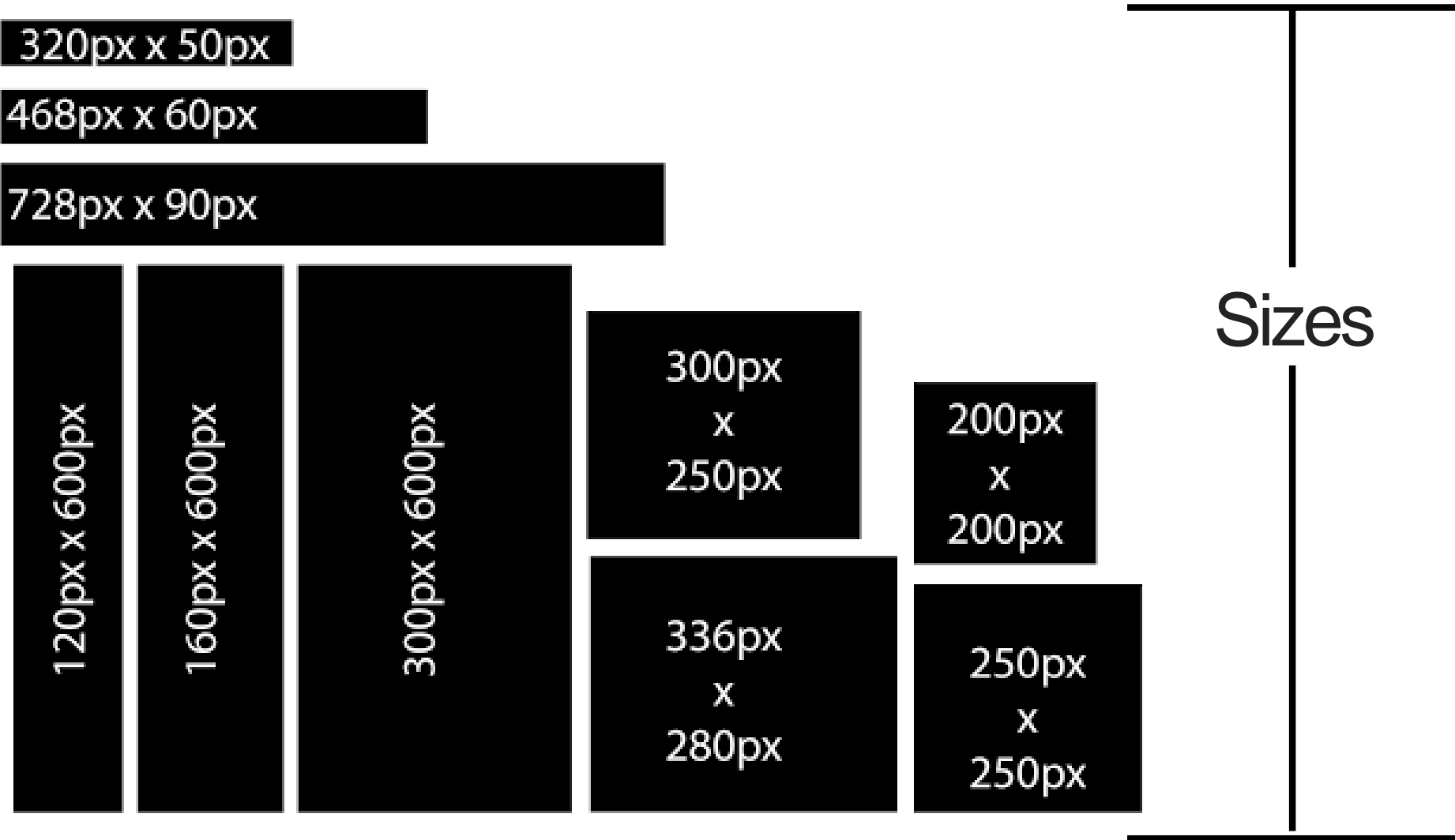
Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Lightbox Execution

Google Image ads

Lightbox Execution of ASC Ref Code

Placement: 4 px from the left and bottom, Arial font = 6-7 pts.



OR

Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Mobile/Tablet Execution

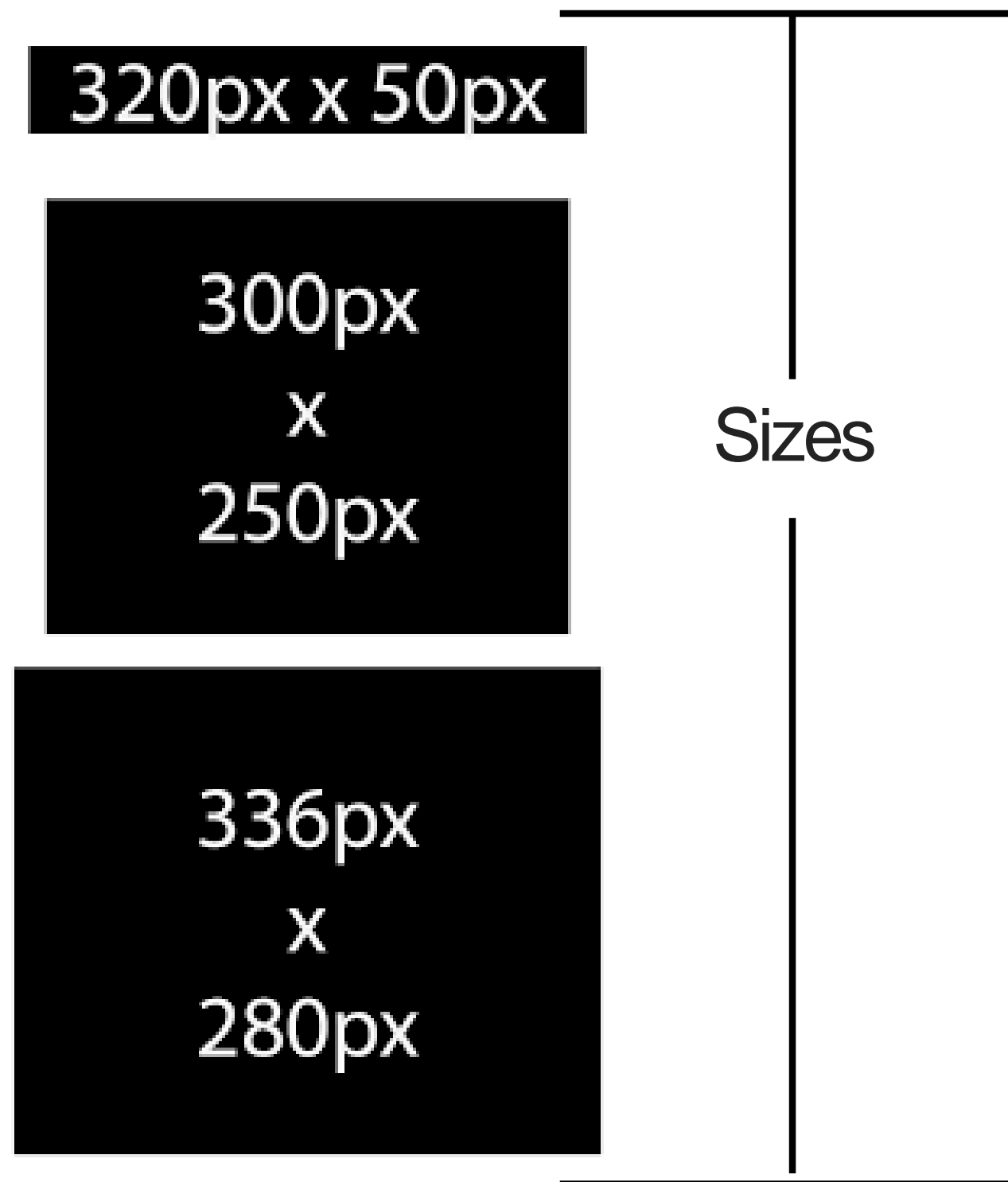
Google mobile ads

Mobile Execution

Google mobile ads

Mobile Image ad Execution of ASC Ref Code

Placement: 8 px from the left and bottom, Arial font = 10 pts.



Mobile Image ad Execution of ASC Ref Code

Ads for High-end devices with full HTML browsers

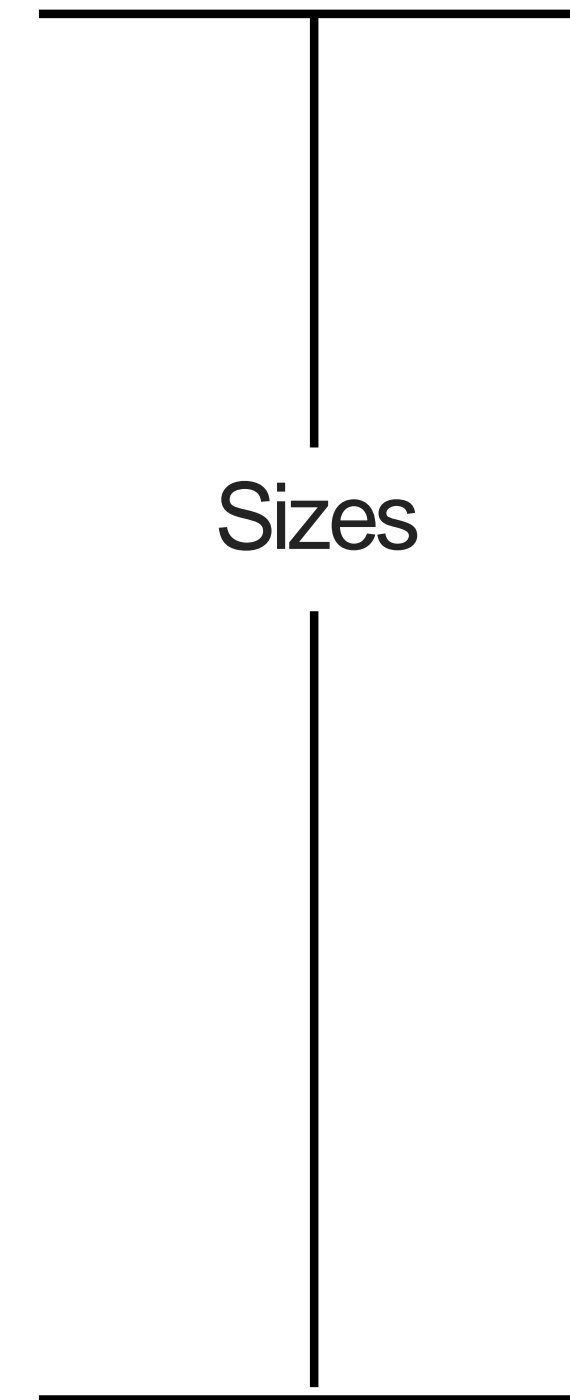
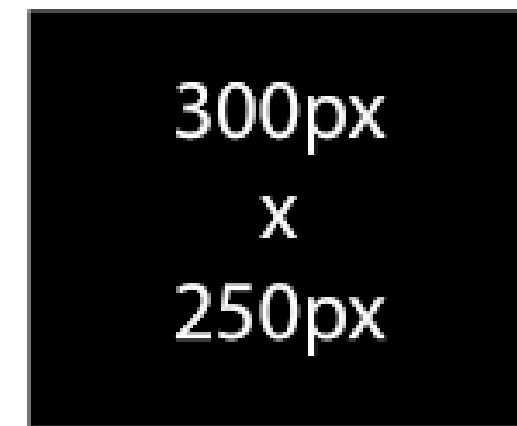
Placement: 8 px from the left and bottom,Arial font = 10 pts.



Mobile Interstitial ad Execution of ASC Ref Code

These are full-screen ads that tend to have higher clickthrough rates than banner ads, but may have a higher CPC. These appear as someone transitions between screens or pages in an app.

Placement: 8 px from the left and bottom, Arial font = 10 pts.



Mobile Banner ad Execution of ASC Ref Code

Banner ads appear as a small strip or “banner” across the top of an app page or screen. They’re the most commonly used ad format for mobile.

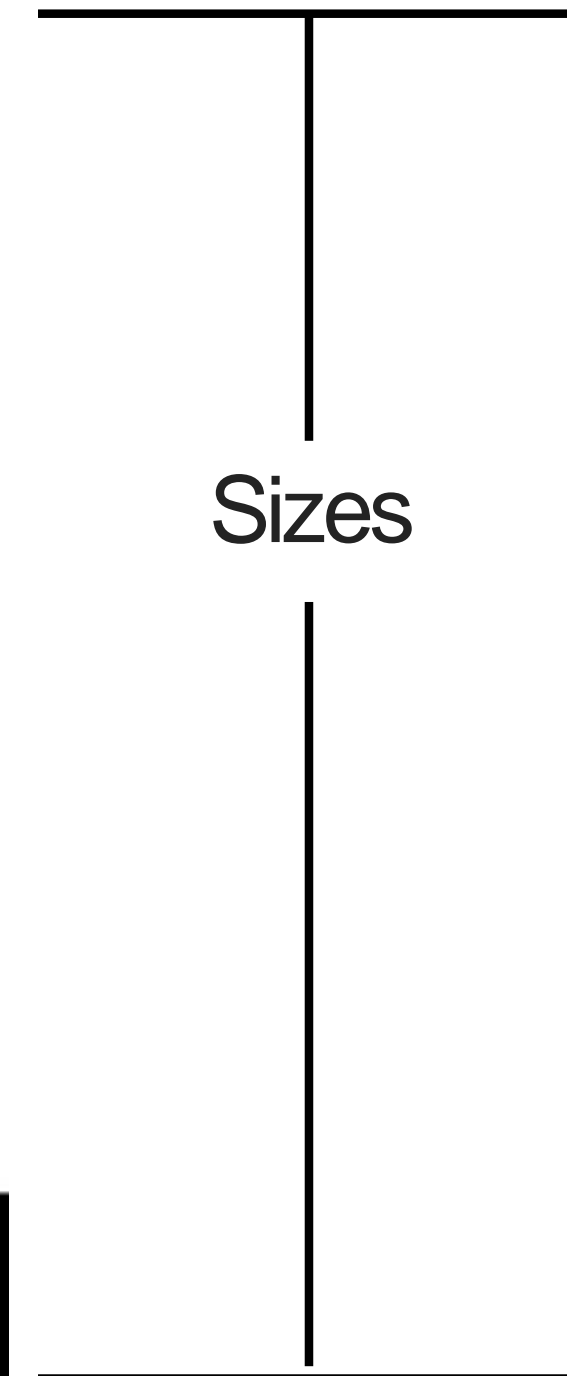
Placement: 8 px from the left and bottom, Arial font = 10 pts.

300px
x
250px

320px x 50px

468px x 60px

728px x 90px

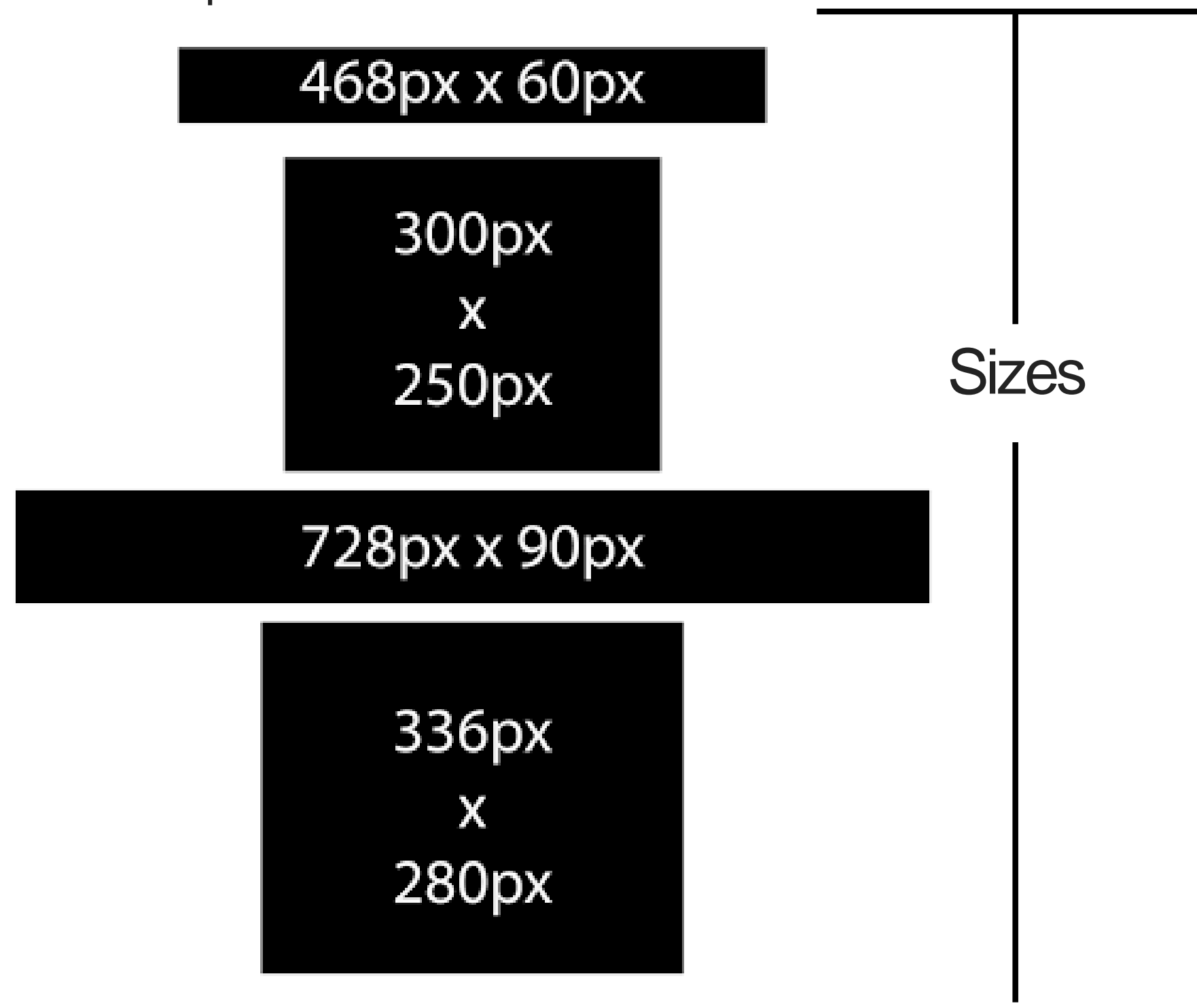


Tablet Execution

Google mobile ads

Tablet Image ad Execution of ASC Ref Code

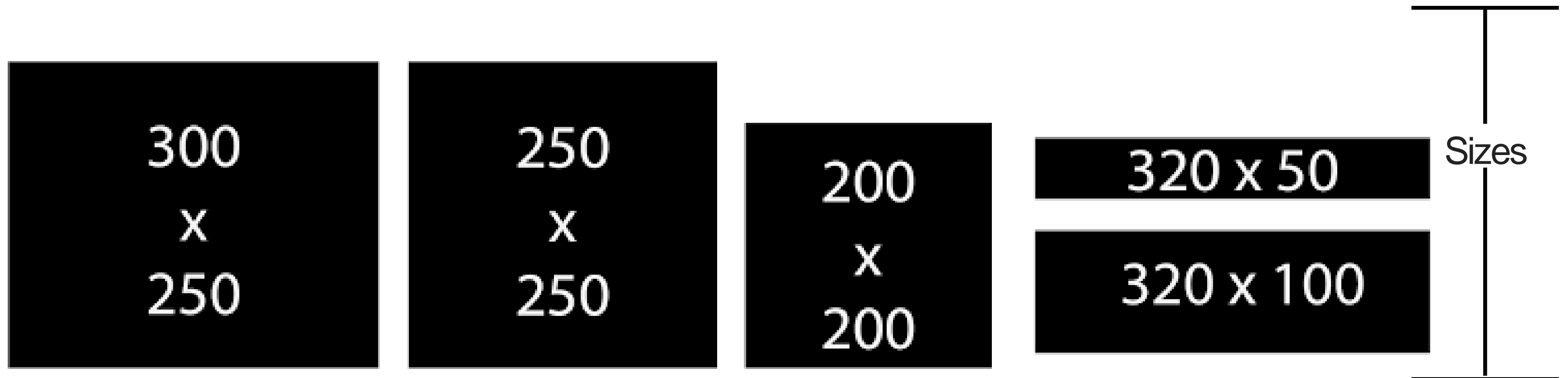
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Tablet Image ad Execution of ASC Ref Code

Ads for High-end devices with full HTML browsers

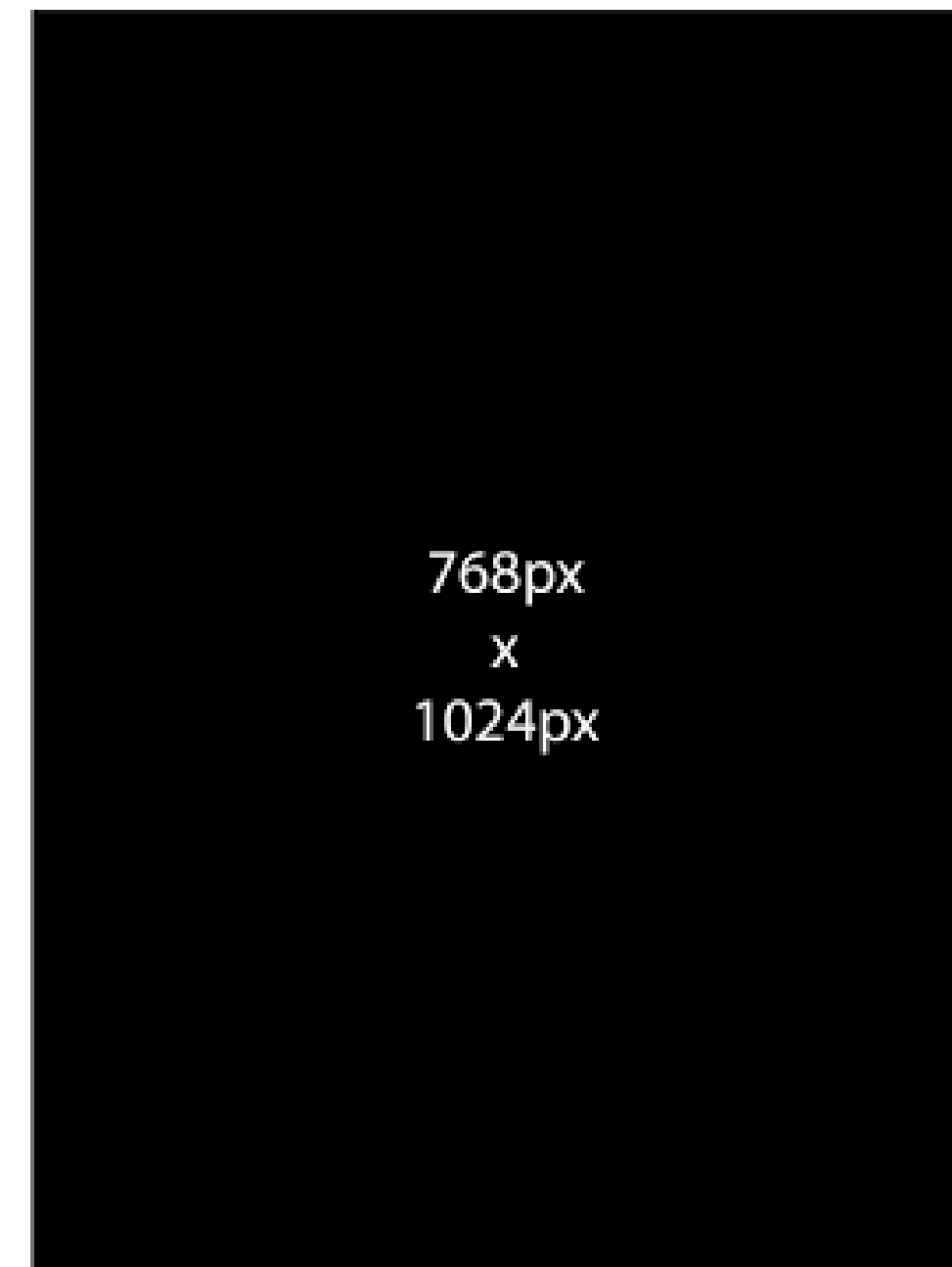
Placement: 8 px from the left and bottom, Arial font = 10 pts.



Tablet Interstitial ad Execution of ASC Ref Code

These are full-screen ads that tend to have higher clickthrough rates than banner ads, but may have a higher CPC. These appear as someone transitions between screens or pages in an app.

Placement: 8 px from the left and bottom, Arial font = 10 pts.



Sizes

immap

Tablet Banner ad Execution of ASC Ref Code

Banner ads appear as a small strip or “banner” across the top of an app page or screen.

Placement: 8 px from the left and bottom, Arial font = 10 pts.

300px
x
250px

320px x 50px

468px x 60px

728px x 90px

Sizes

iab. Format Execution

Display and Mobile

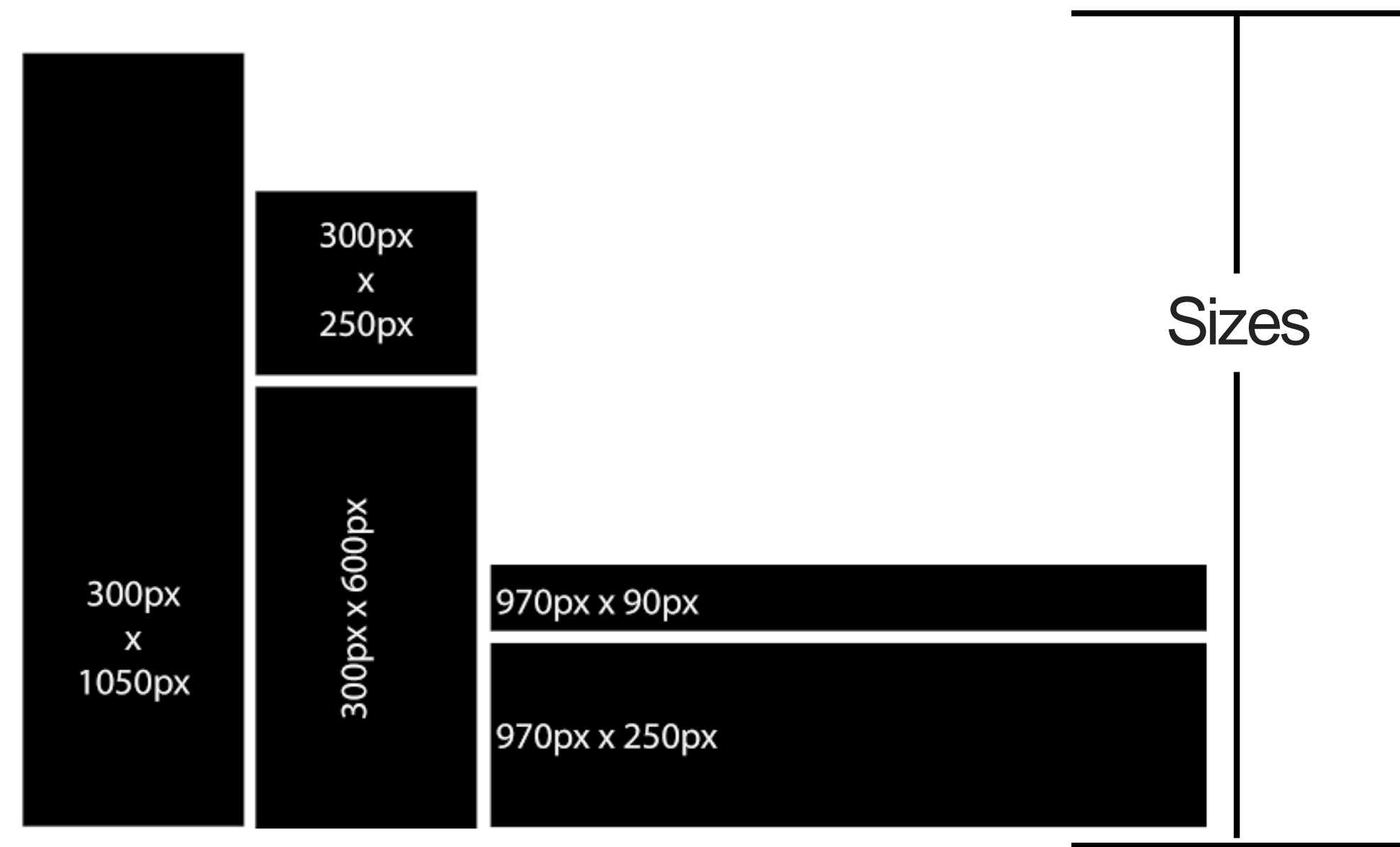
Web Display - HTML5

Display and Mobile

Rising Stars ad Execution of ASC Ref Code

Rising Stars ad units are designed to be the only rich media ad unit displayed on a webpage.

Placement: 4 px from the left and bottom,Arial font = 6-7 pts.



OR

Leading to Destination/Landing Page
(After clicking the ad)

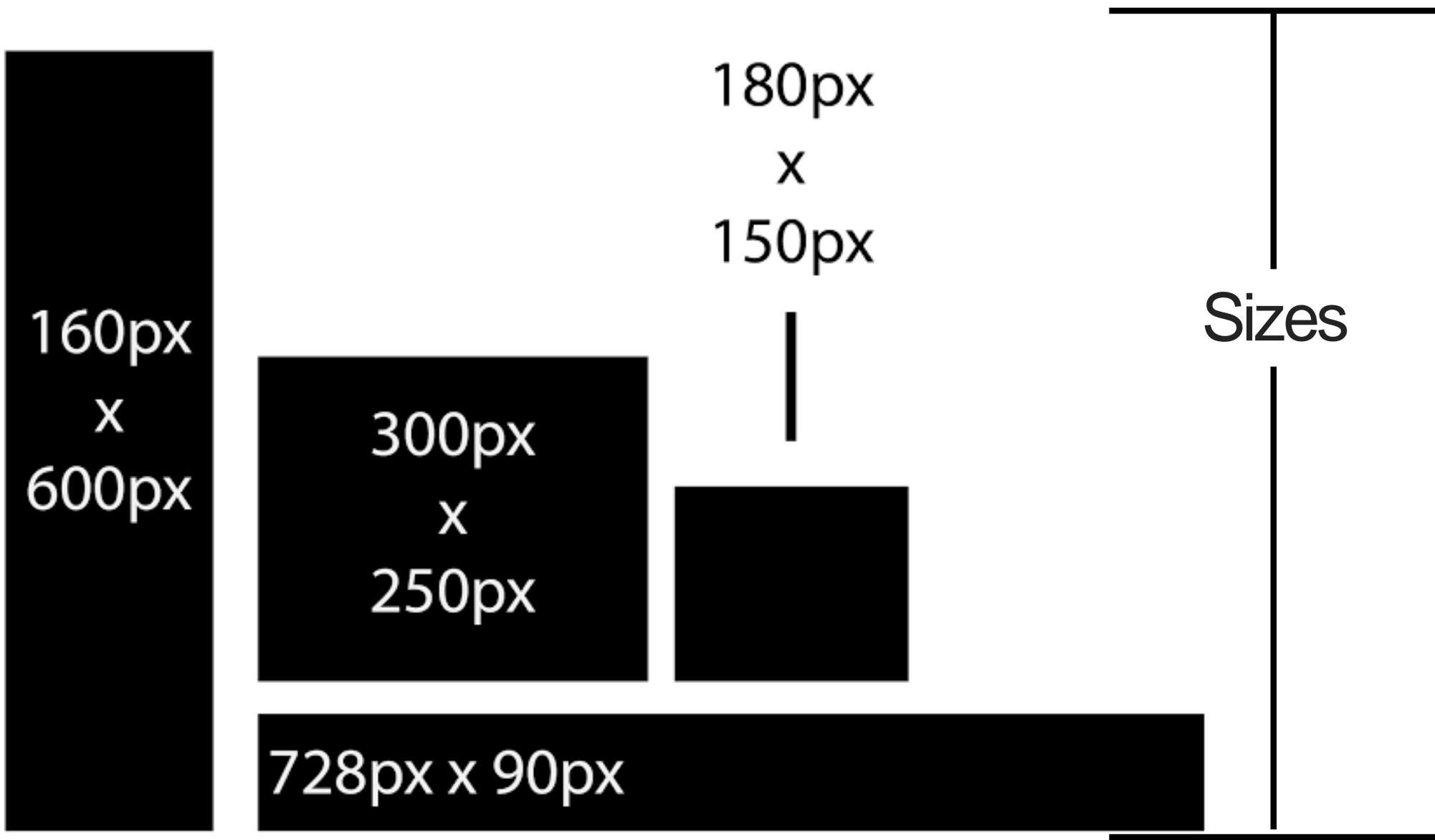
ASC REF CODE:P000N000000X

Arial font = 7 pts. ASC Reference Code

Universal Package ad Execution of ASC Ref Code

UAP ads are used collectively across the publisher's site.

Placement: 4 px from the left and bottom,Arial font = 6-7 pts.



OR

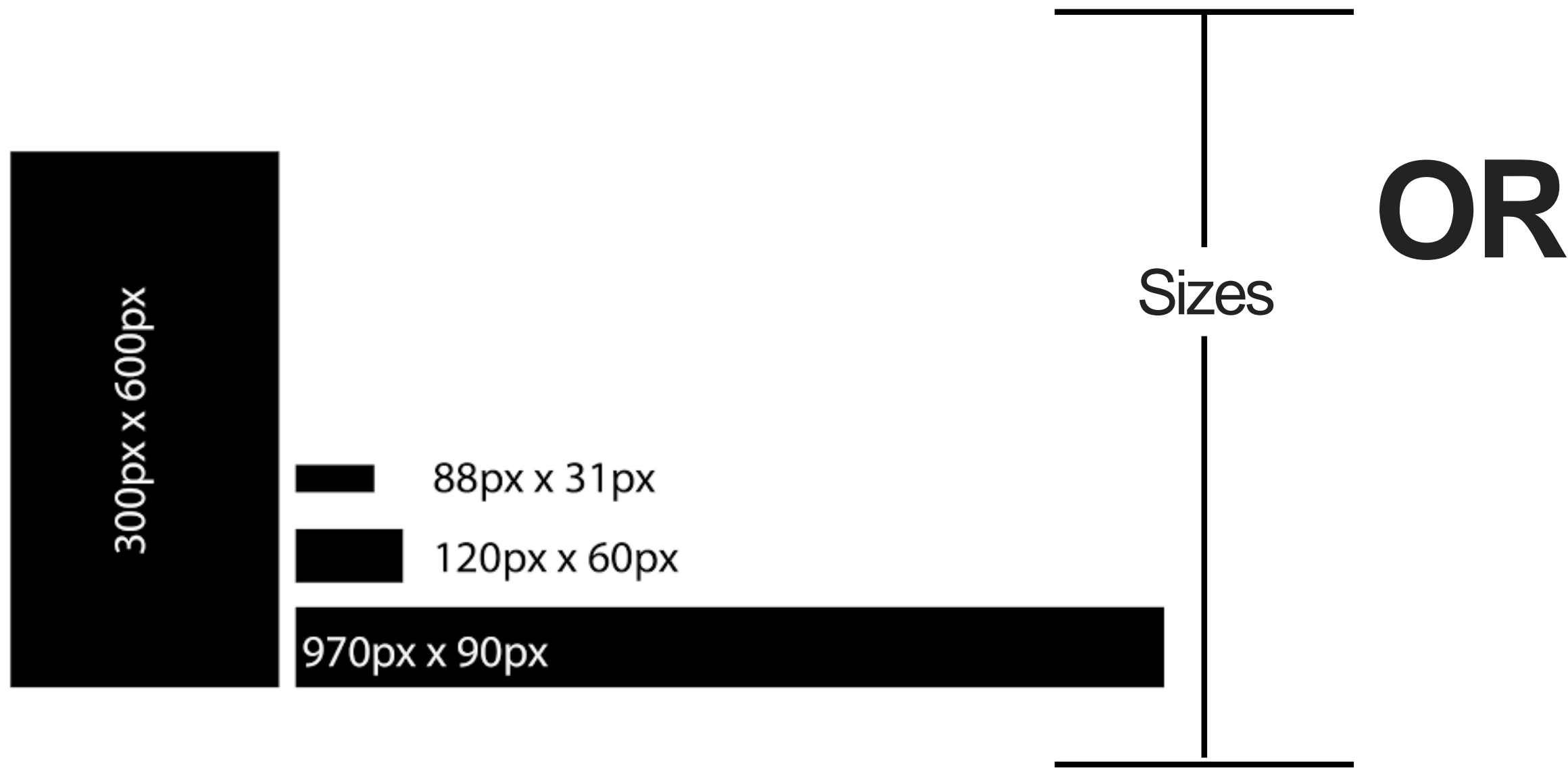
Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Other ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom,Arial font = 6-7 pts.



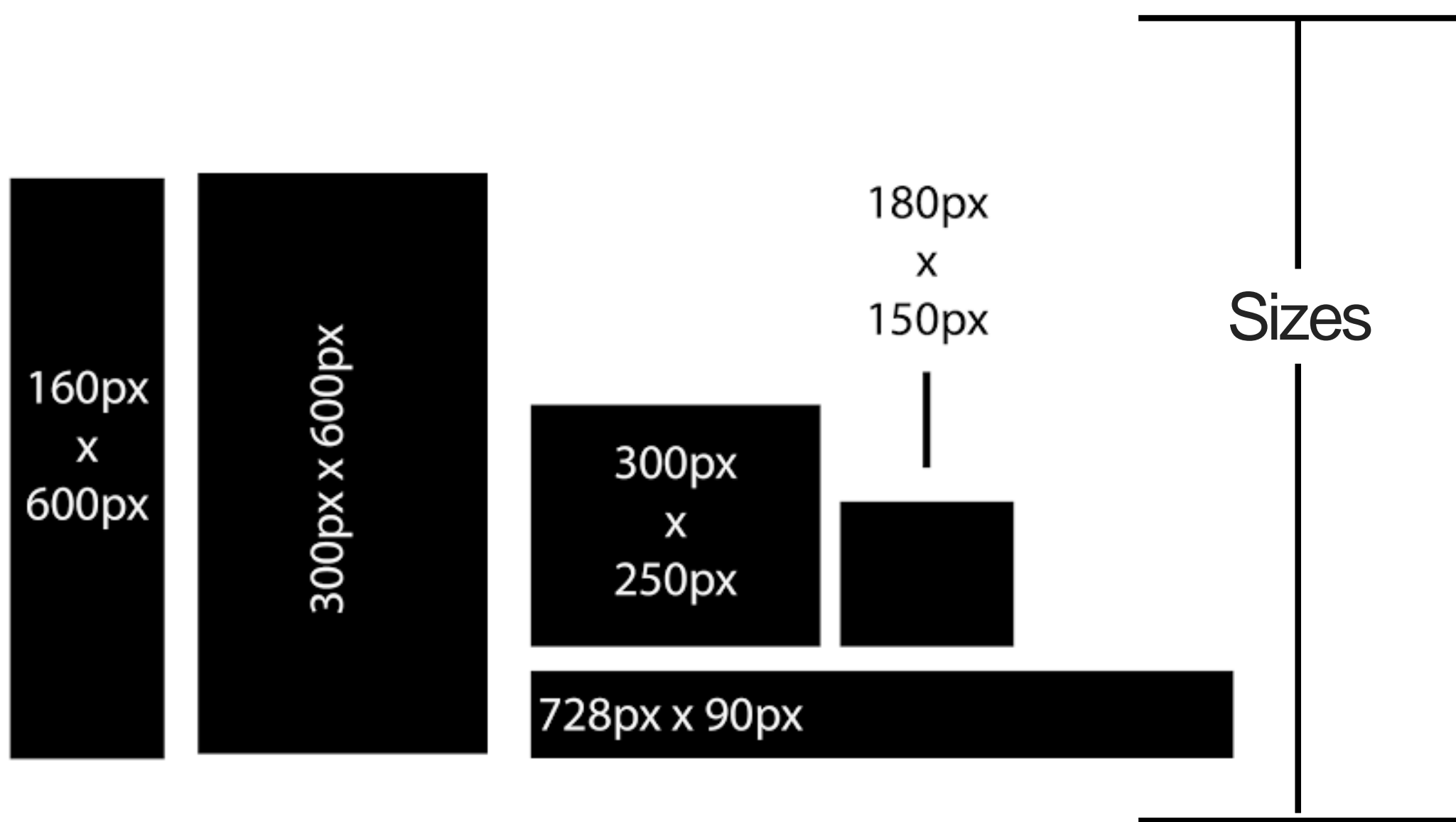
Leading to Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

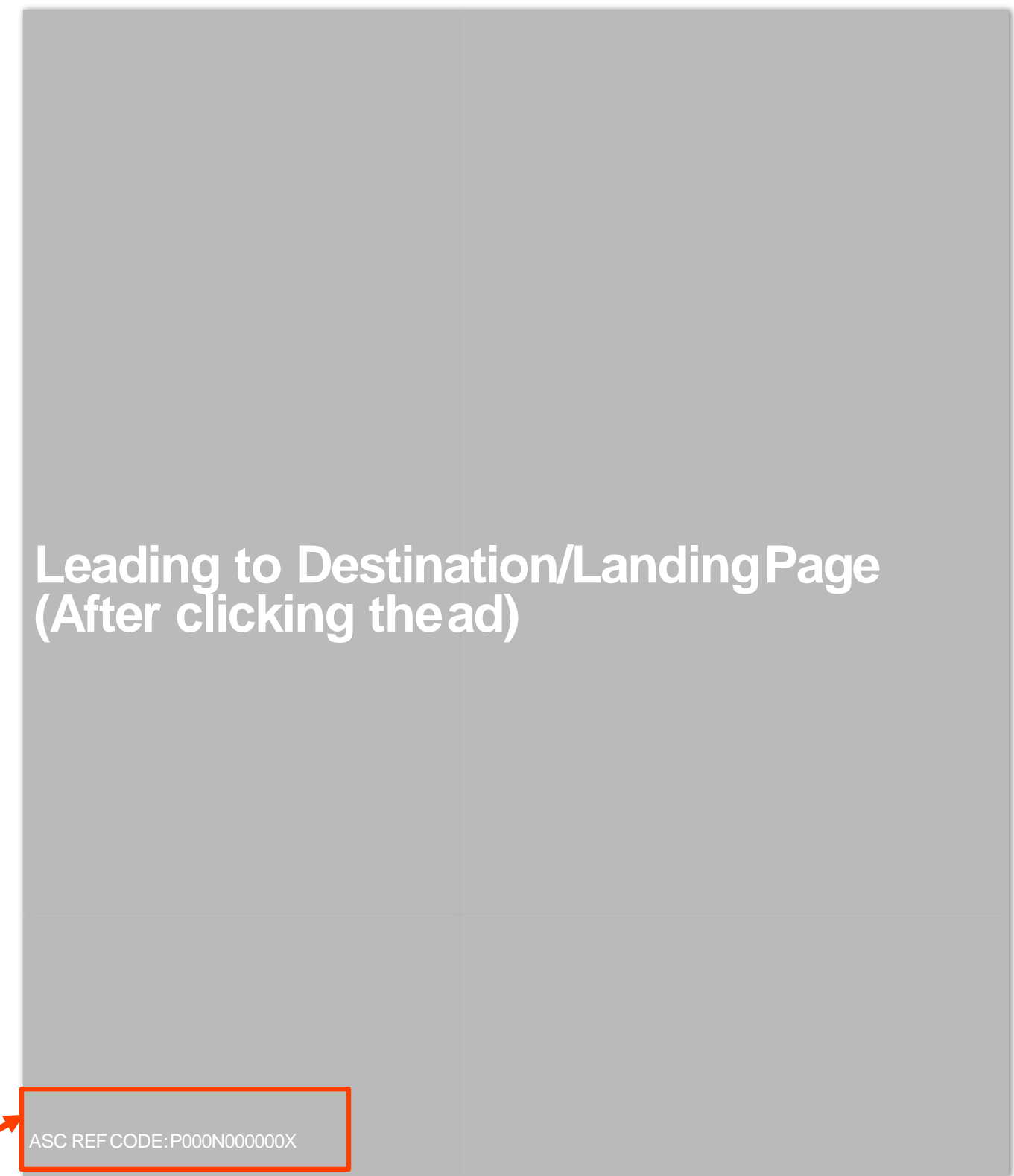
Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

In-banner video ad Execution of ASC Ref Code

Placement: 4 px from the left and bottom,Arial font = 6-7 pts.



OR



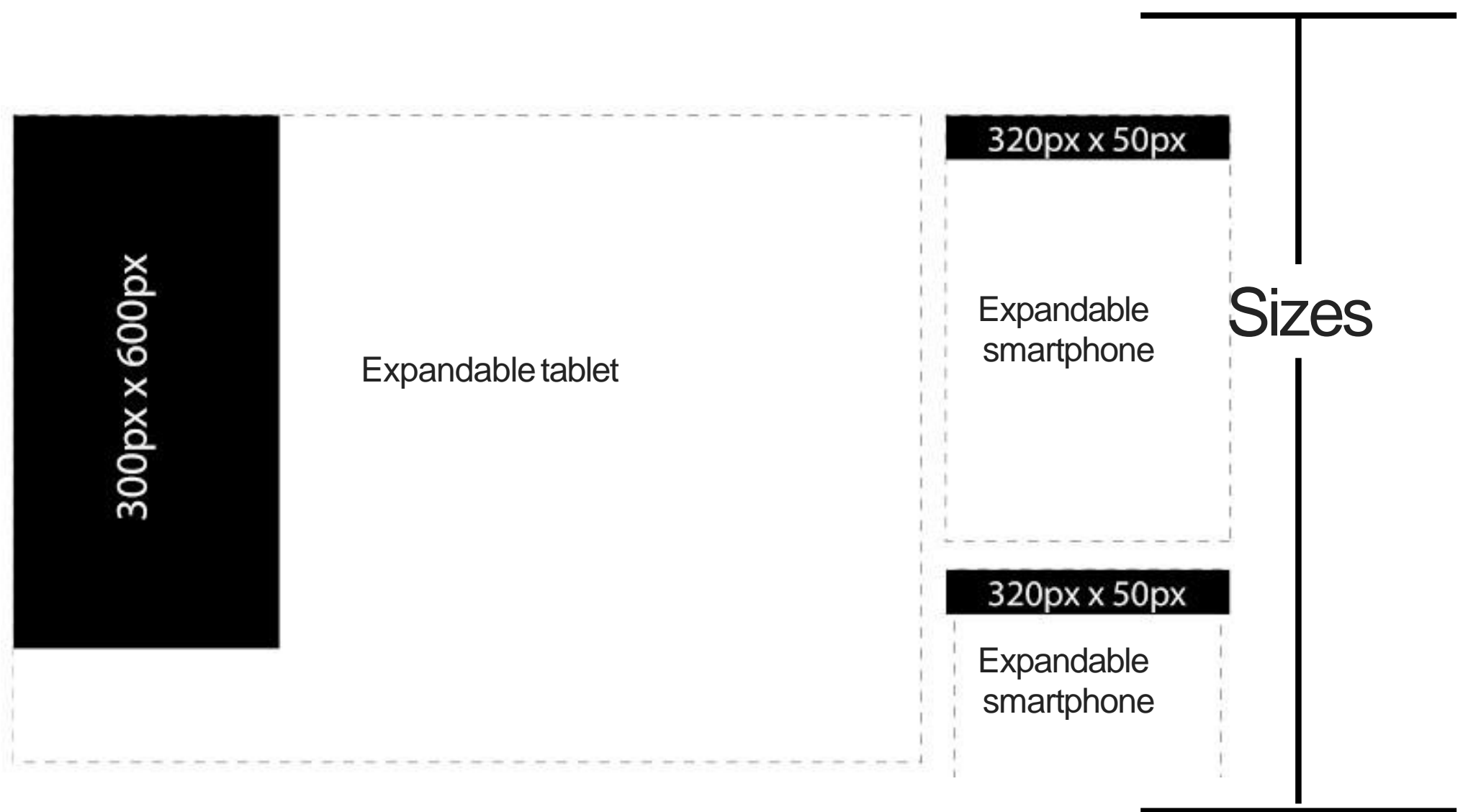
Arial font = 7-8 pts. both Government/Industry Mandatories and ASC Reference Code

Mobile Display - HTML5

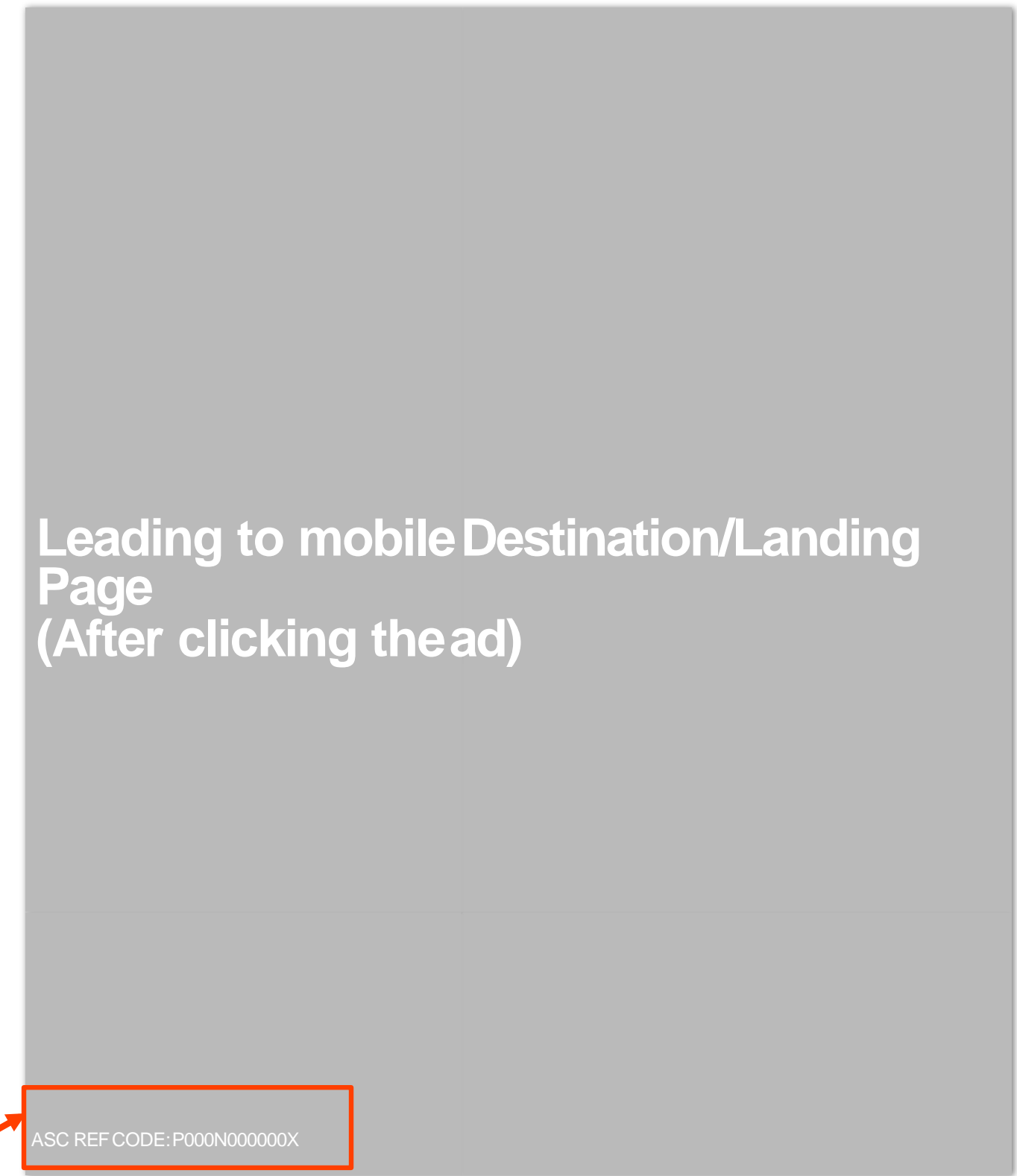
iab. guidelines

mRising Stars ad Execution of ASC Ref Code

Placement: 8 px from the left and bottom,Arial font = 10 pts.



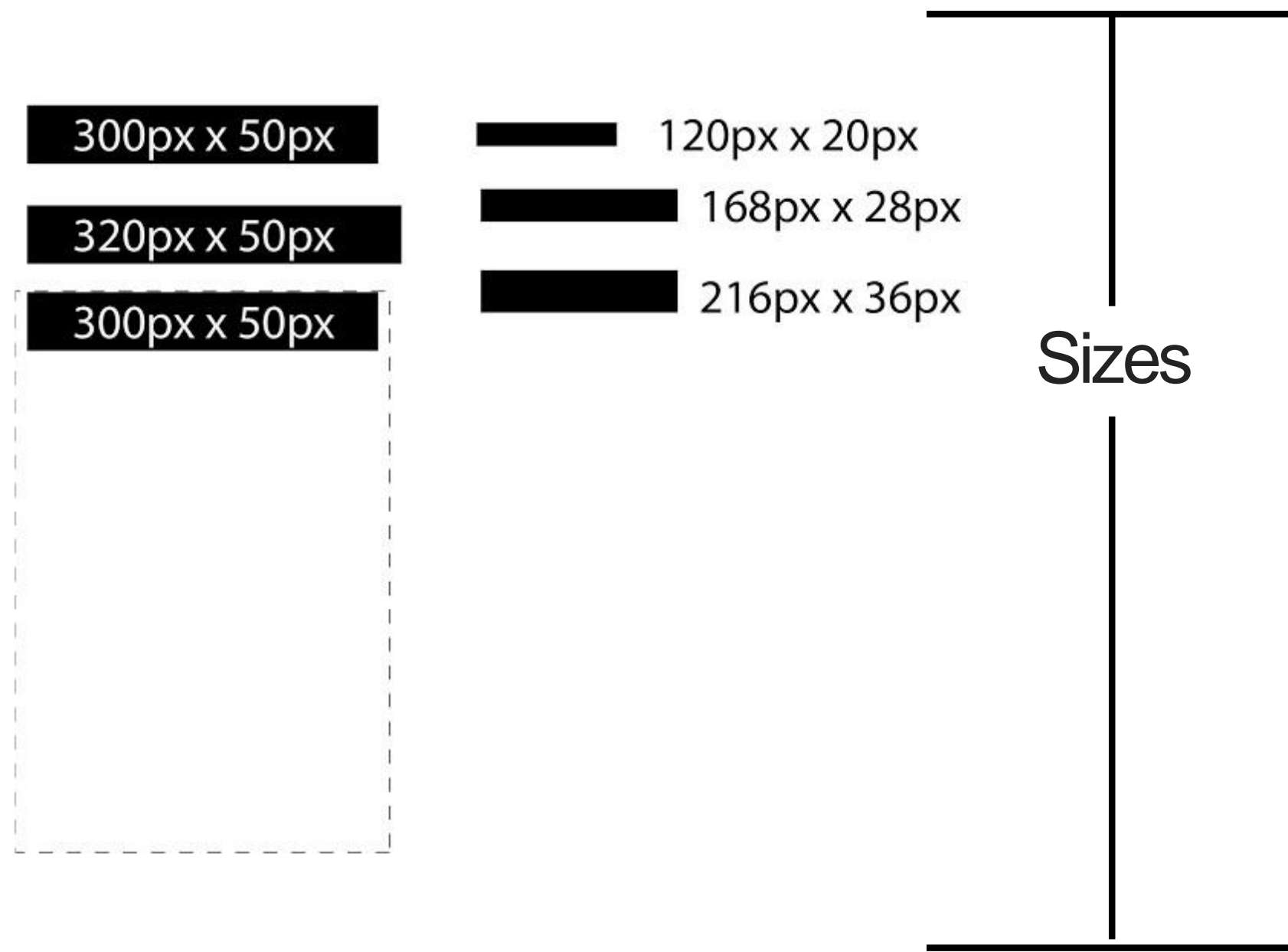
OR



Arial font = 16 pts. ASC Reference Code

Image ad Execution of ASC Ref Code

Placement: 8 px from the left and bottom, Arial font = 10 pts.



OR

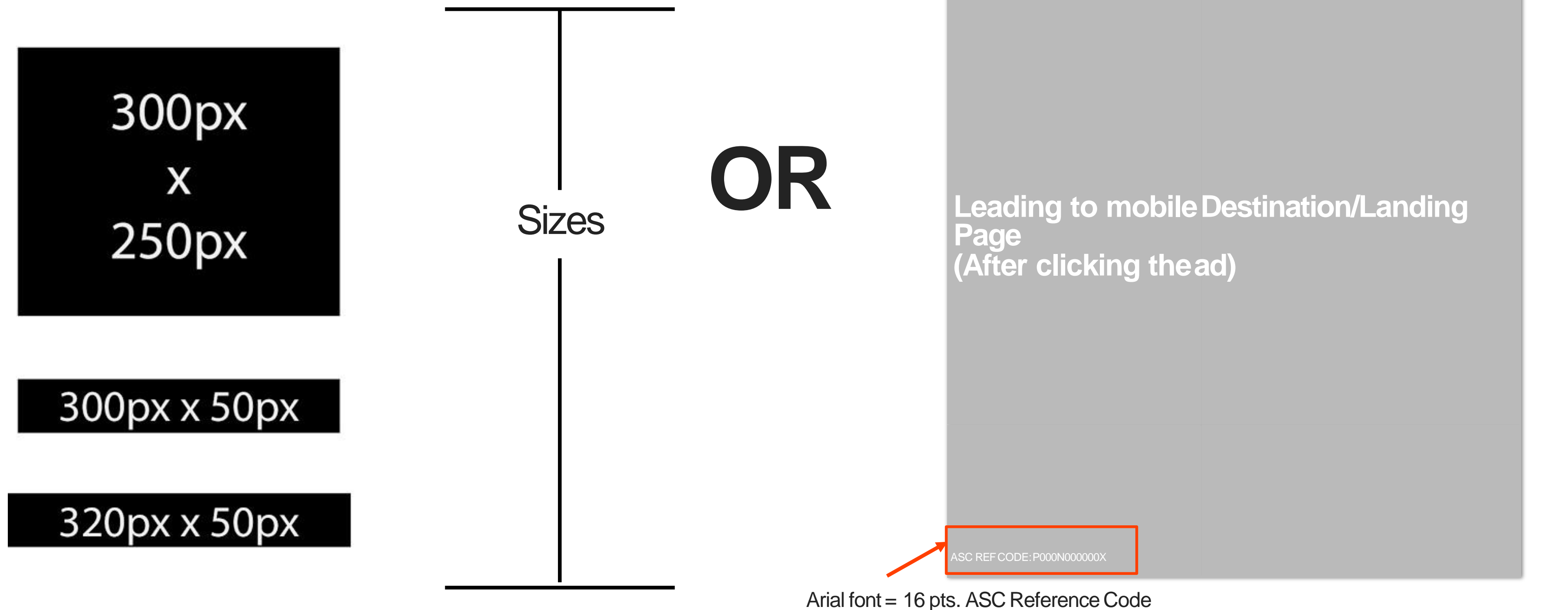
Leading to mobile Destination/Landing Page
(After clicking the ad)

ASC REF CODE:P000N000000X

Arial font = 16 pts. ASC Reference Code

mRich Media ad Execution of ASC Ref Code

Placement: 8 px from the left and bottom, Arial font = 10 pts.



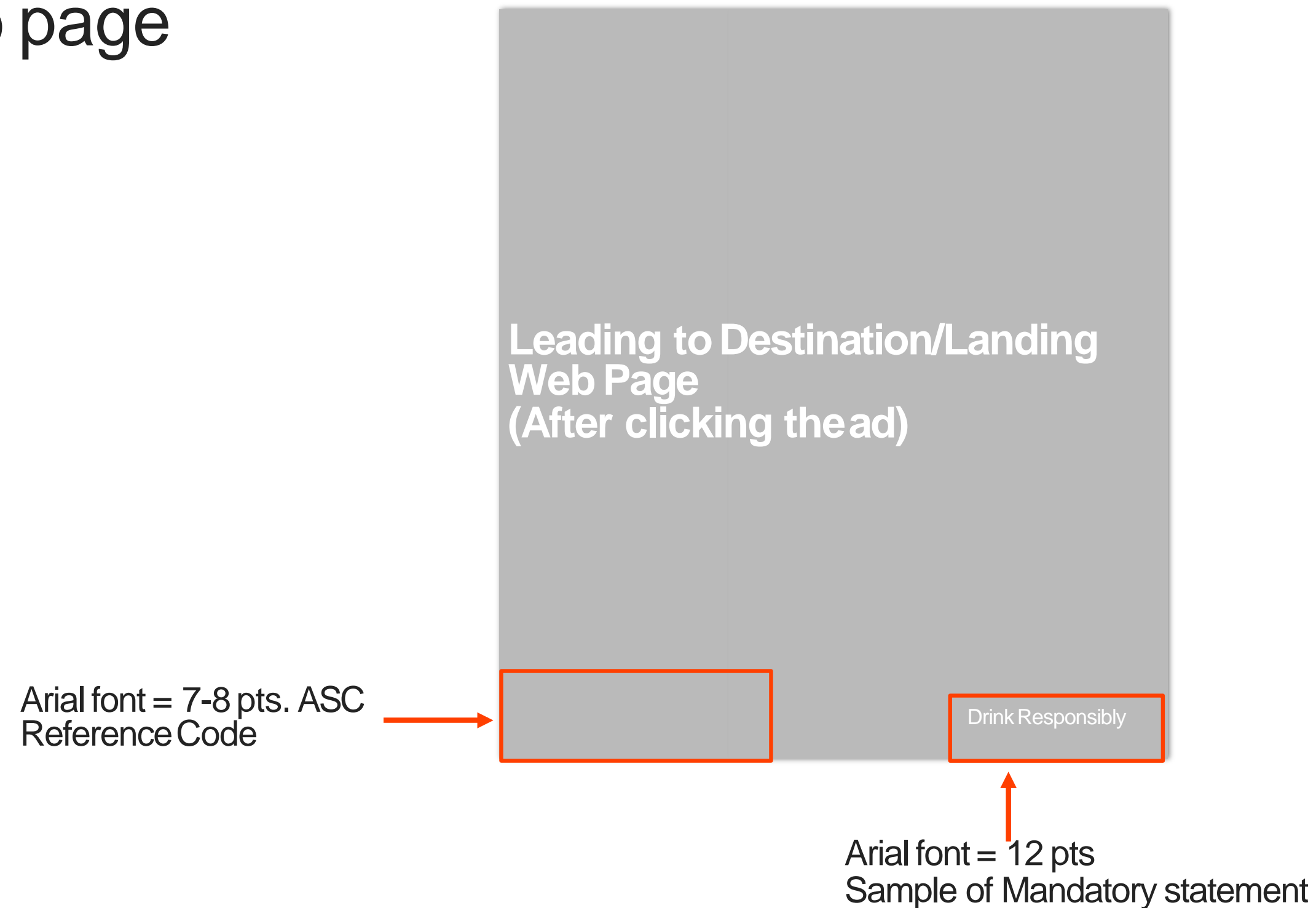
Execution of Mandatory Statement/ Copy

Landing Page Execution

Mandatory landing applies to all Rich Media, text and small ad sizes (below 580px width)

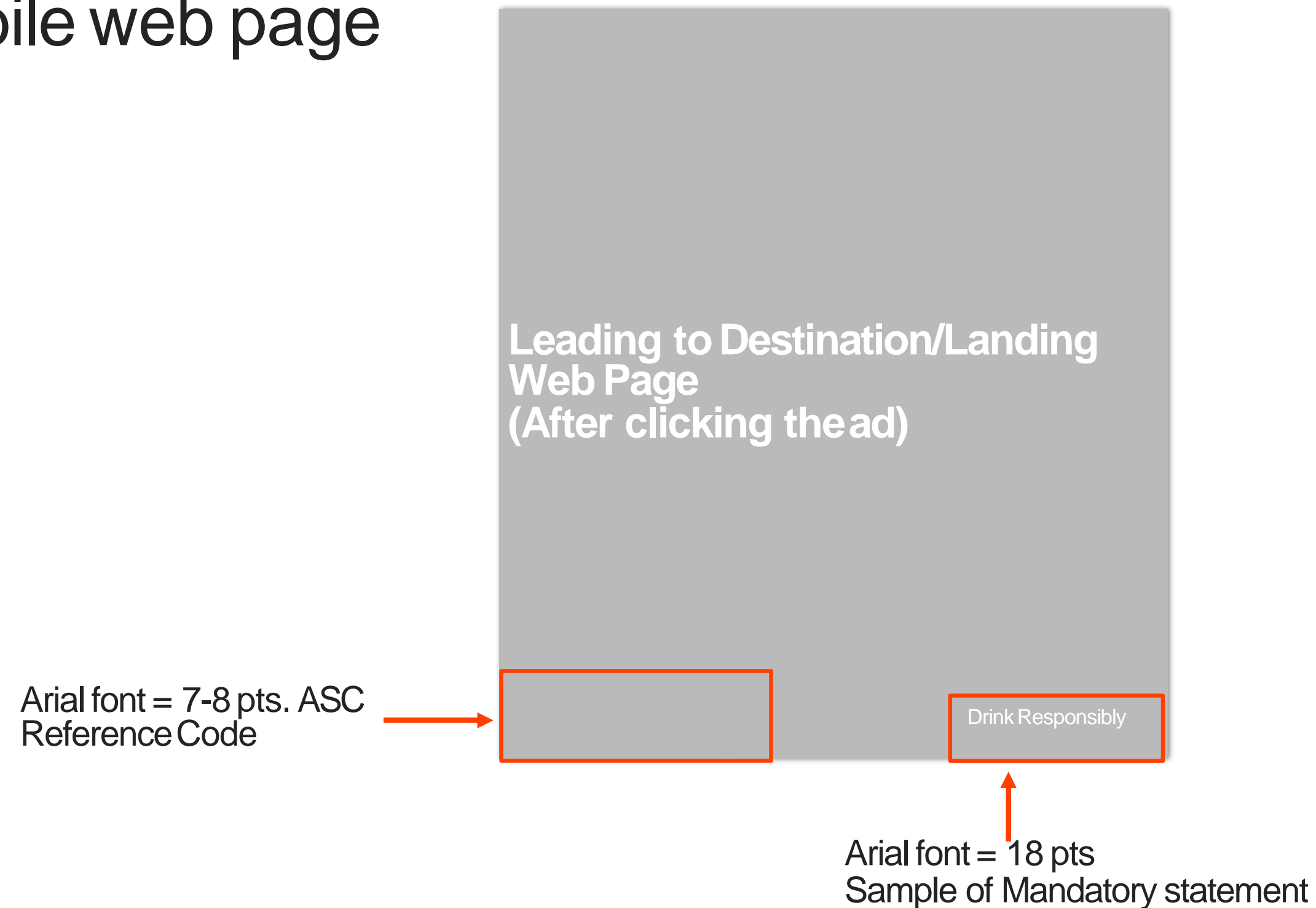
Execution of Mandatory Statement/Copy

Leading to a web page



Execution of Mandatory Statement/Copy

Leading to a mobile web page



Digital Video Execution

Youtube

Execution of Mandatory Statement/Copy

Option 1 for Youtube video – Mandatory Statement/Copy + ASC Ref Code at the end frame.



Visual Description: 1 second mandatory exposure
SUPERS: PROMO DURATION JAN TO DEC.
PER DTI PERMIT NUMBER XXXX S. 2016
ASC REF CODE: P000N000000X

(mandatory exposure)

Execution of Mandatory Statement/Copy

Option 2 for Youtube video – Mandatory Statement/Copy at end frame.
ASC Ref Code at description box below)

When on the video link

Visual Description: 1 second mandatory exposure
SUPERS: PROMO DURATION JAN TO DEC.
PER DTI PERMIT NUMBER XXXX S. 2016
(mandatory exposure)

PROMO DURATION JAN 01, 2016 — DEC. 31, 2016
PER DTI PERMIT NUMBER XXXX S. 2016

0:00 / 3:58

Video Name

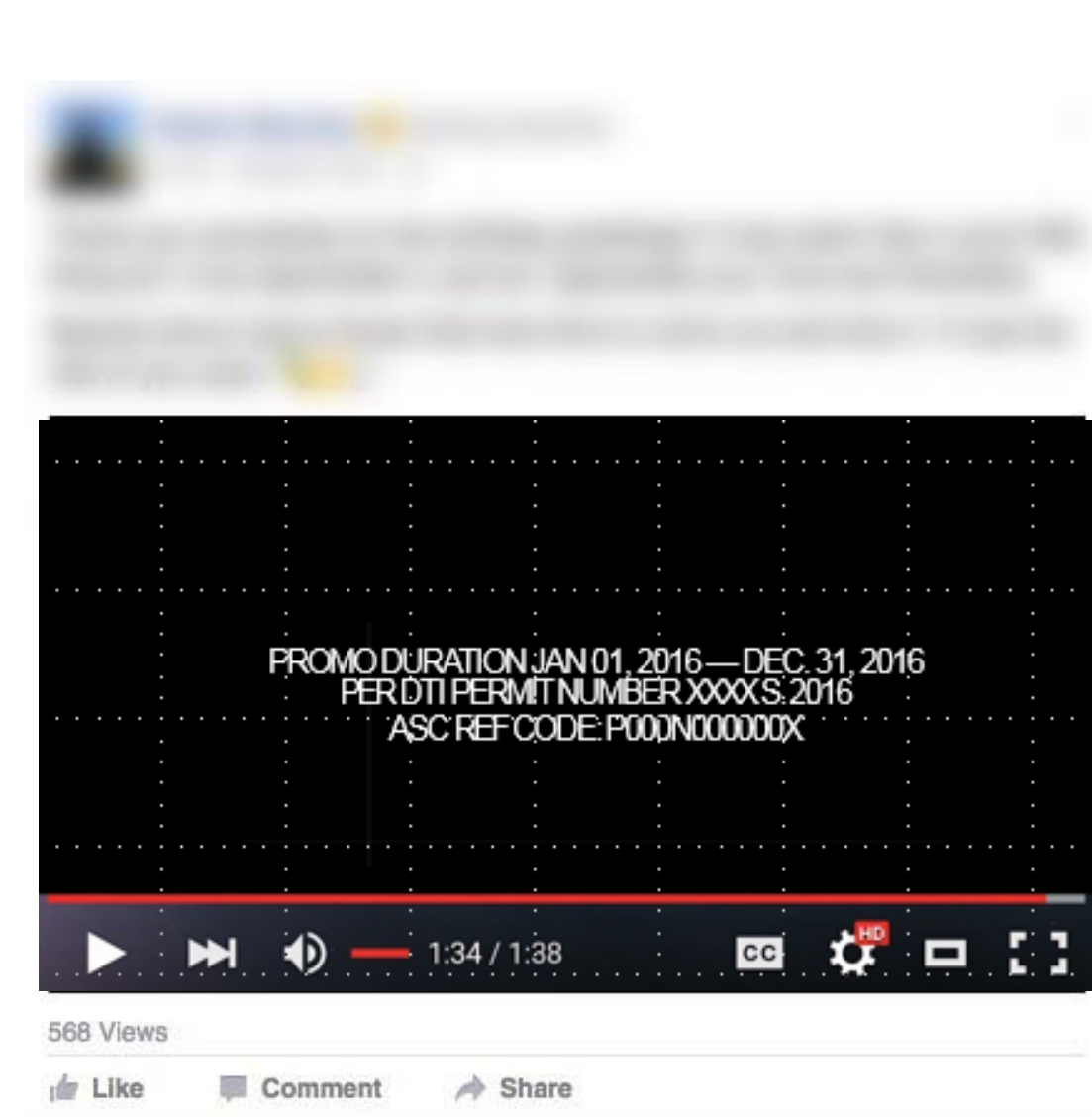
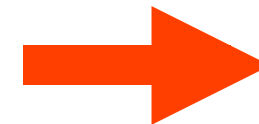
Uploader

Description
ASC REF CODE: P000N000000X

In the description:
ASC REF CODE: P000N000000X

Execution of Mandatory Statement/Copy

Option 1 for Facebook video - Mandatory Statement/Copy + ASC Ref No. at the end frame.



Visual Description: 1-second mandatory exposure
Mandatory Statement & ASC Ref Code at end
frame.

(mandatory exposure)

Execution of Mandatory Statement/Copy

Option 2 for Facebook video - Mandatory Statement/Copy at end frame. ASC Ref Code at caption box)



In the caption: ASC REF CODE: P000N000000X

Note that the government/industry mandatory phrase, e.g., PROMO DURATION JAN TO DEC. PER DTI PERMIT NUMBER XXXX S. 2016 must always be integrated in the main material at the end frame.

Only the ASC reference code shall be allowed to be included in the caption should Option 2 be applied.

Facebook Execution

Newsfeed and right-handcolumn

On Mandatory Statements - Facebook

Caption

Facebook photo of promo

PROMODURATION
Gov. Permit
{Provision for other mandatories}
ASC REF CODE:P000N000000X

Drink Responsibly

Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

Arial font = 7-8 pts. for
sample of government
mandatory

OR

Caption line 1

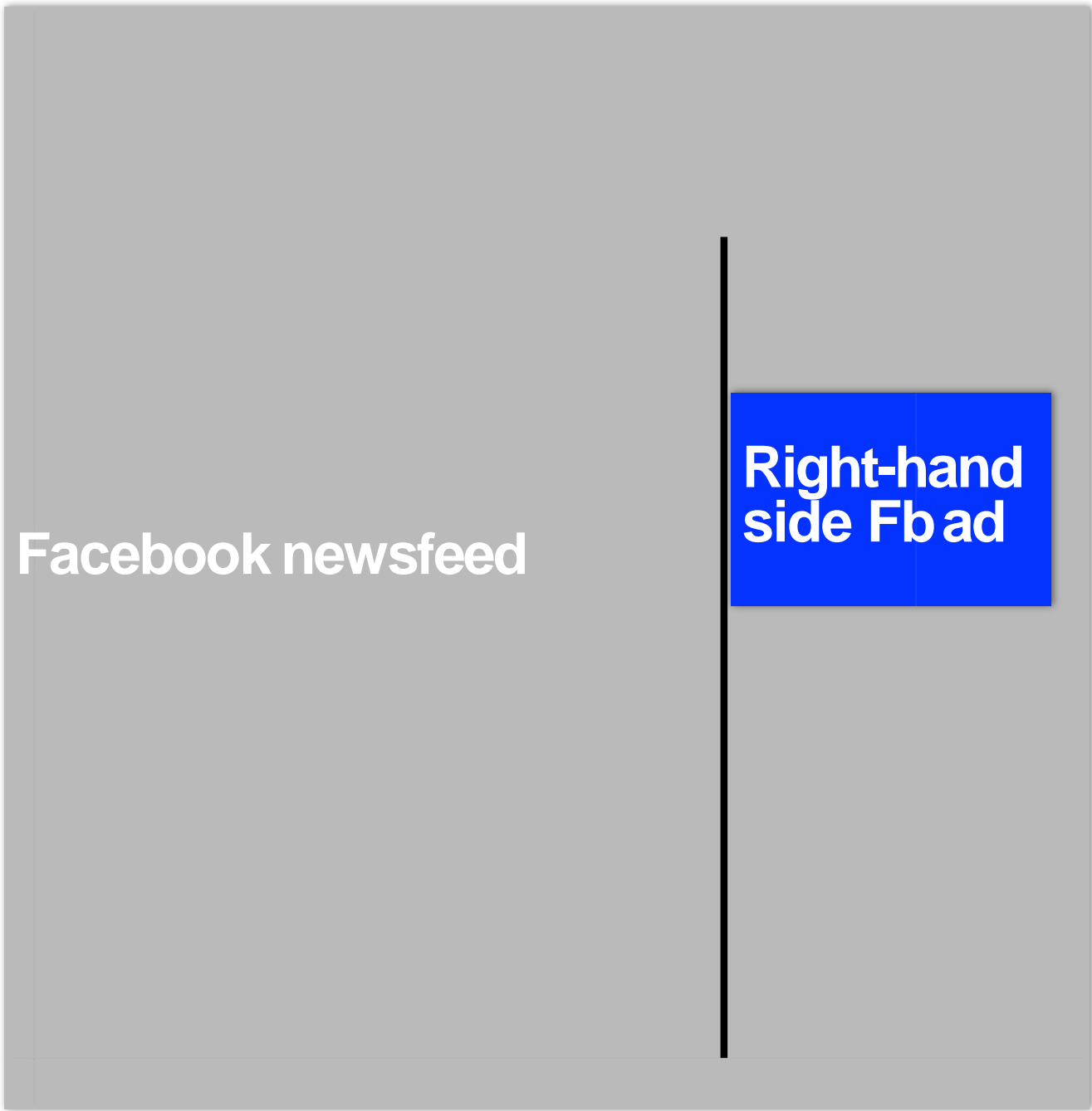
Last line should contain the ASC REF CODE.
The government/industry mandatory phrase
must still be integrated in the Facebook
photo of the promo.

Facebook photo of promo

PROMODURATION
Gov. Permit
{Provision for other mandatories}

Drink Responsibly

On Mandatory Statements - Facebook (right-hand side)



Leading to Destination/Landing Page
(After clicking the ad)

Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

PROMODURATION
Gov. Permit
{Provision for othermandatories}
ASC REF CODE:P000N000000X

Drink Responsibly

Arial font = 7-8 pts. for sample
government mandatory

Instagram Execution

On Mandatory Statements - Instagram

OR

Instagram photo of promo

PROMODURATION
Gov. Permit
{Provision for other mandatories}
ASC REF CODE:P000N000000X

Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

Drink Responsibly

Arial font = 7-8 pts. for
sample government
mandatory

Caption line 1

Caption line 2

Instagram photo of promo

PROMODURATION
Gov. Permit
{Provision for other mandatories}

Drink Responsibly

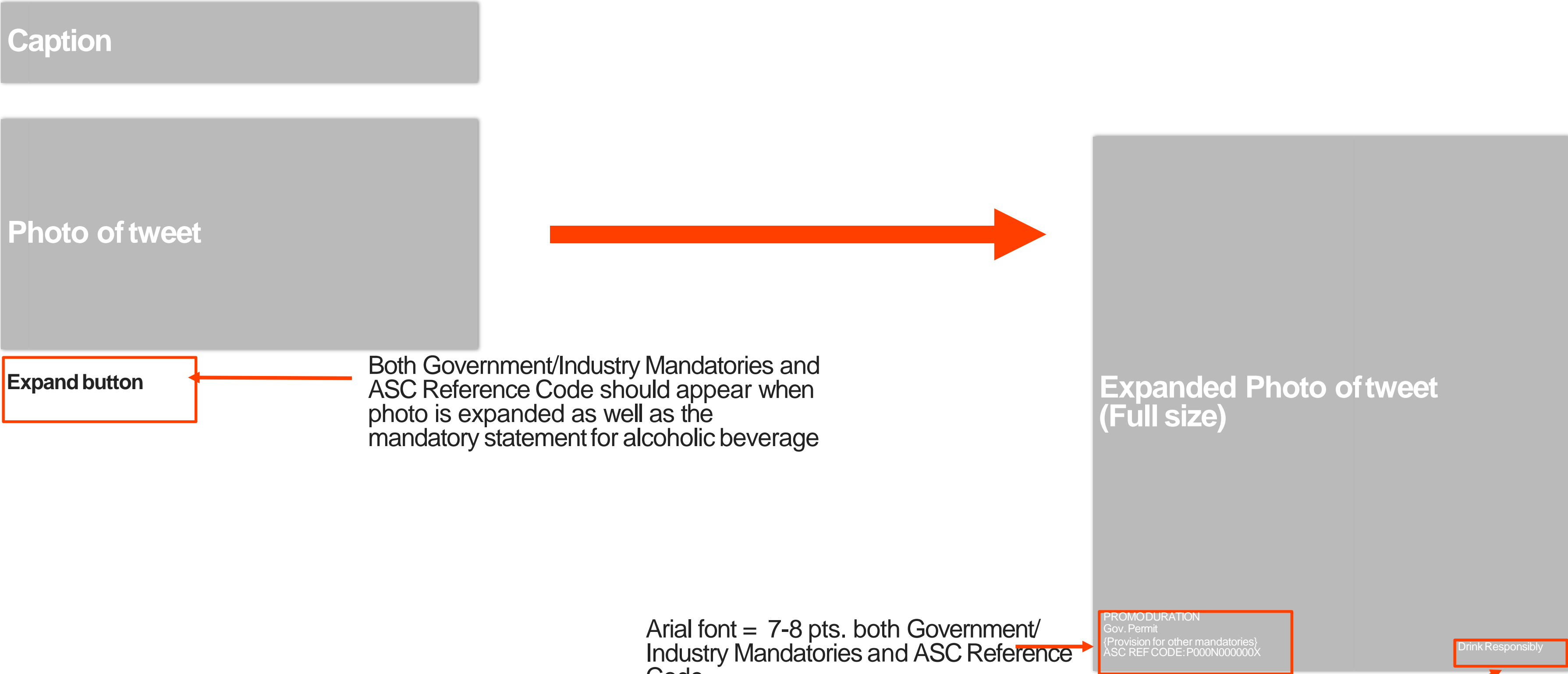
Caption line 1

Last line should contain the ASC REF CODE.
The government/industry mandatory
phrase must still be integrated in the
Instagram photo of the promo.

Twitter Execution

Text-only and Phototweets

On Mandatory Statements - Twitter (Photo)



On Mandatory Statements - Twitter (Tweet only)

Promo Tweet with [bit.ly](#)

Twitter promo caption must include [bit.ly](#) directing to landing page



Leading to Destination/Landing Page
(After clicking the ad)

Arial font = 7-8 pts. both Government/
Industry Mandatories and ASC Reference
Code

PROMODURATION
Gov. Permit
(Provision for other mandatories)
ASC REF CODE: P000N000000X

Drink Responsibly

Arial font = 7-8 pts. for sample
government mandatory

immap

Non-animated Execution

Google Image ads

Non-animated Execution of mandatory statements

Placement: 4 px from the right and bottom, Arial font = 6-7 pts.



728px x 90px

970px x 90px

970px x 250px

Sizes

Super Claims and Qualifiers

Placement and Execution

Formats requiring Landing/Destination pages

Qualifiers to have 50% of the font size of the claim on all types except for theff:



or all digital ad executions less than 728px width.

Landing Page Execution

Mandatory landing applies to all small ad sizes (below 780 width)

On Qualifiers - Leading to a landing page

All ads with less 780px width are required to have landing pages so that both can be read together as one complete thought. Qualifiers must be in close proximity to the claim itself. Font size of the qualifier must be 50% of the font size of the claim seen on landing page



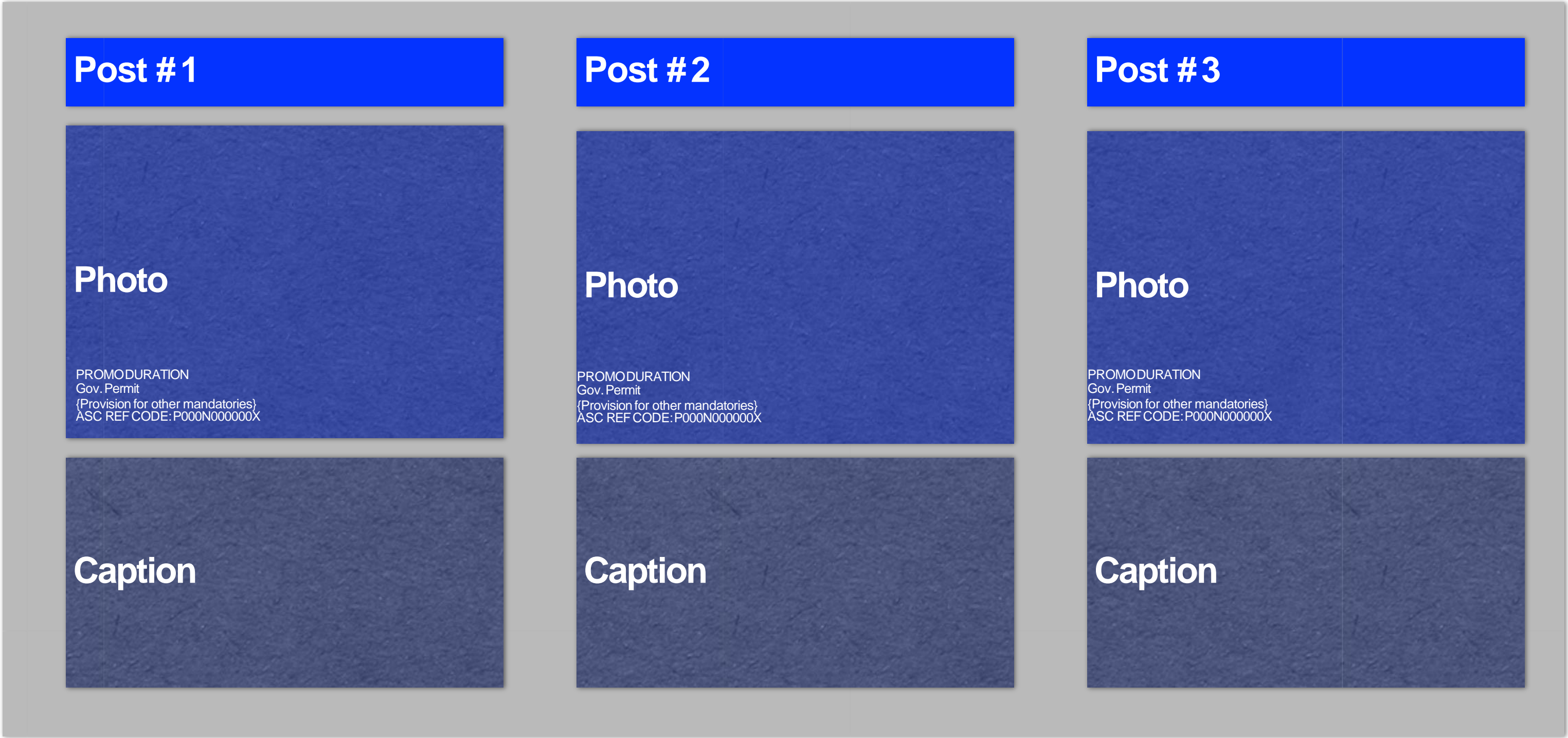
Super Claim

Qualifier

On Content Calendars

Pre-screening For Social Execution

On Content Calendars - For Social Execution



Option 1 - for posts with required promo statements + ASC code inside photo

Pre-screened content calendars must show the correct placement of ASC code (photos on lower left, last line if in the caption)

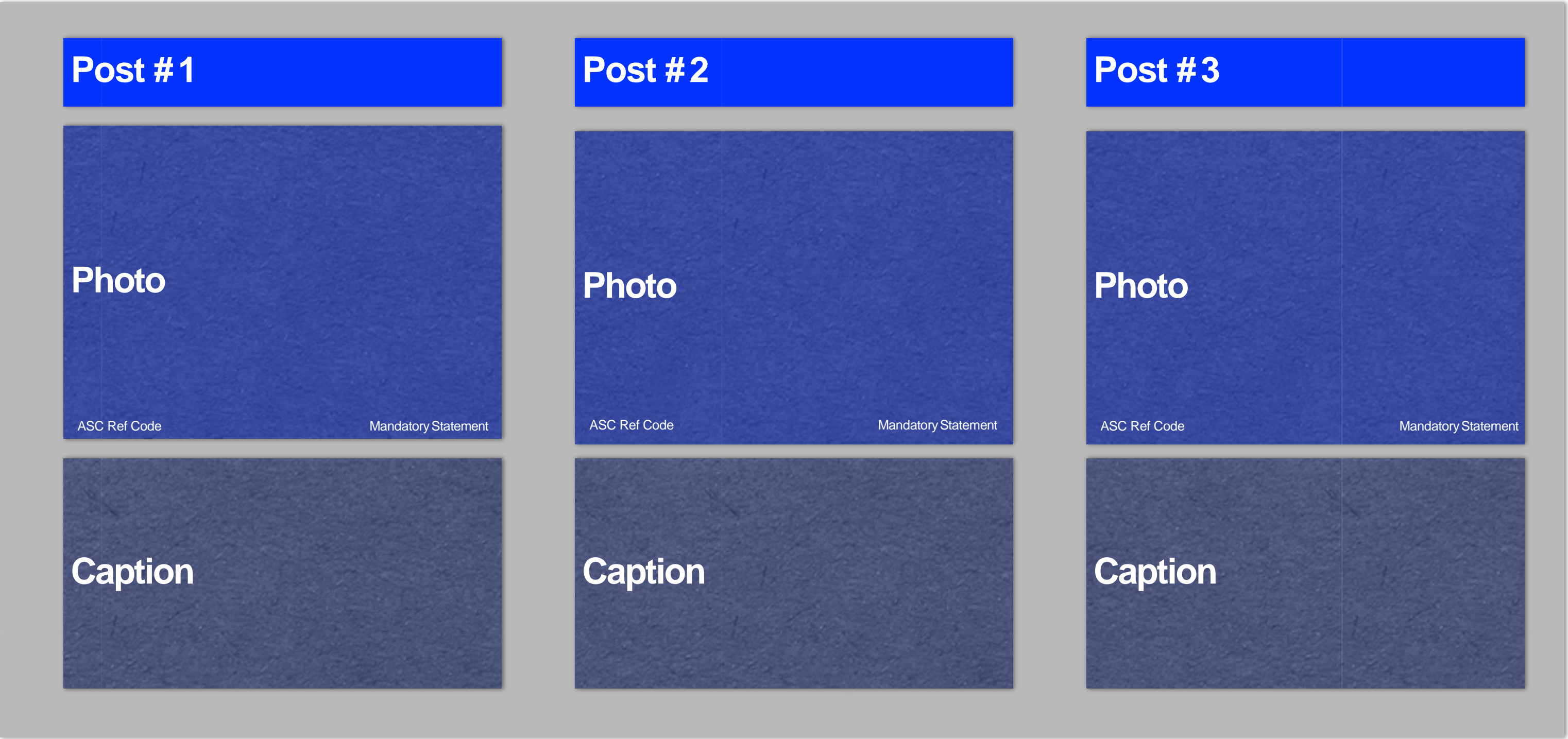
On Content Calendars - For Social Execution

Post #1	Post #2	Post #3	
Photo	Photo	Photo	
Caption Last line with ASC code	Caption Last line with ASC code	Caption Last line with ASC code	

Option 2 - for posts requiring ASC code

Last line of caption of each post found in the content calendar must show the ASC code

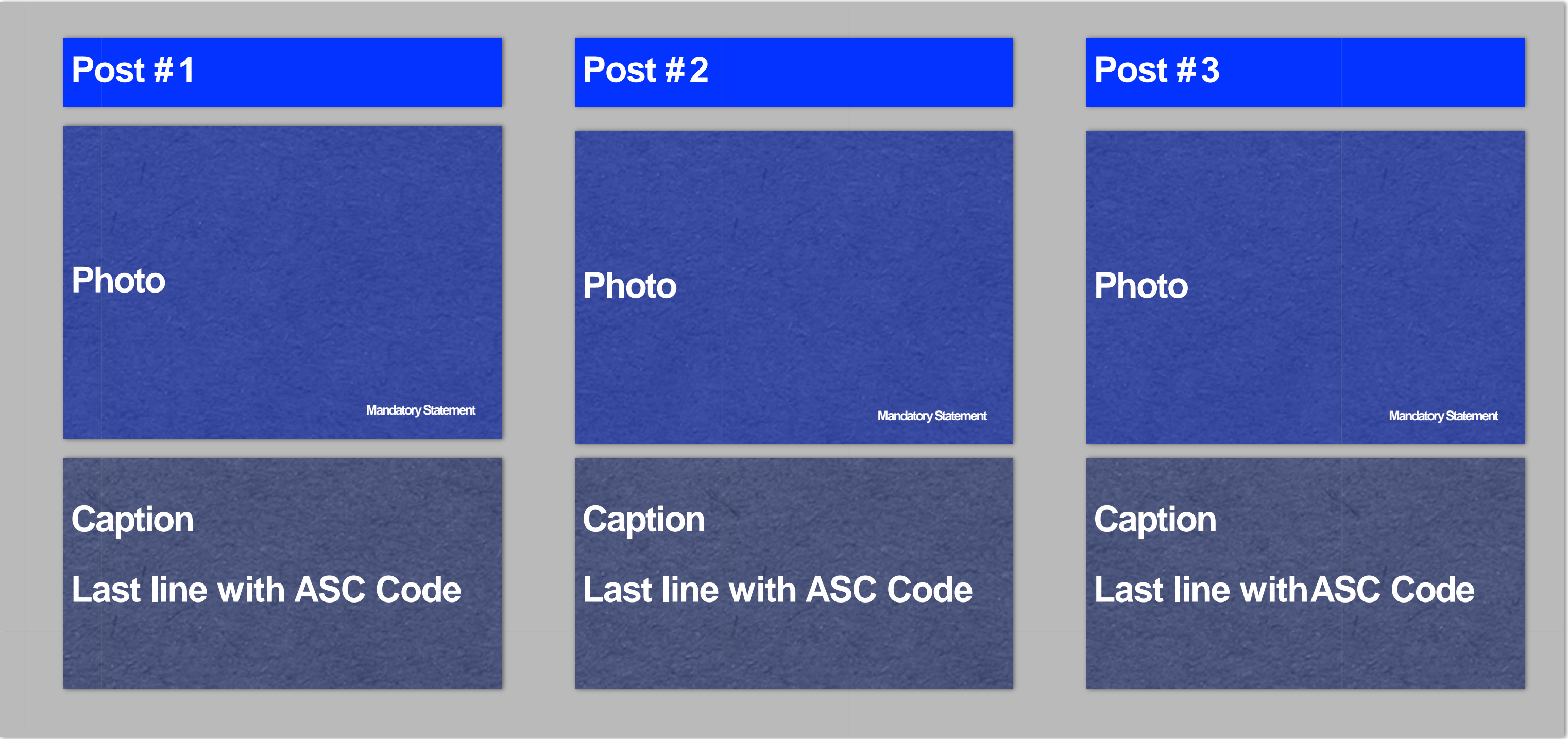
On Content Calendars - For Social Execution



Option 1 – for posts with required mandatory statement + ASC Code inside photo

Pre-screened content calendars must show the correct placement of ASC code as well as the mandatory statement on the lower-right

On Content Calendars - For Social Execution



Option 2 - for posts with required mandatory statement inside photo + ASC Ref Code inside caption box

Last line of caption of each post found in the content calendar must show the ASC Reference Code

For Digital Only Campaigns

è Pre-screening to be done per campaign (one-month to three months as duration) covering all digital executions.

è ASC code and its applicable mandatories to be good per applied campaign.

Thank You