

ASC Circular : No. 2020-025

Date : 23 December 2020

**To : PANA/ 4As/ KBP/ MSAP/ IMMAP /UPMG
Other ASC Clients**

Re : SIMPLIFICATION OF MATERIAL CLASSIFICATION AND STANDARDIZATION OF RATES

Please be informed that the ASC will be implementing the simplified classification of ad materials and standardization of rates effective 16 January 2021.

Said move is aligned with ASC's strategic plan to have just 3 major types of applications – MOVING, STATIC and AUDIO. The simplified classification will facilitate implementation of a material within the same ad type across media platforms.

Example: You will need just one application / ASC Ref No. for a TV ad which you will use as E-OOH, digital video and now vice versa. A digital ad can now be used as a TV material without the need for a re-application (versus current practice) as long as the digital material length falls within the standard acceptable lengths of the KBP and must have the ASC Reference Code on the last frame.

STANDARDIZATION OF RATES EFFECTIVE JANUARY 16, 2021

Type of Material	Length	MEMBERS			NON-MEMBERS		
		Base Rate	12% VAT	Total	Base Rate	12% VAT	Total
MOVING ADS							
• TV Ads (including OBBs/CBBs/End Tags)/ Portion Buy/s	End Tags	750.00	90.00	840.00	975.00	117.00	1090.00
	5s - 30s	1,430.00	172.00	1602.00	1,860.00	224.00	2,084.00
	31s - 60s	2,750.00	330.00	3080.00	3,575.00	429.00	4,004.00
• Digital Videos (including GIFs, etc.)	Above 1 min. but not more than 5 min.	4,125.00	495.00	4620.00	5,365.00	644.00	6,009.00
• E-OOH moving ads • Cinema • Collateral Moving Ads	Above 5 min.	7,150.00	858.00	8008.00	9,295.00	1,116.00	10,411.00

NOTE: For moving ads to be implementable across platforms, please observe the following when applying with the ASC

- a. Material length should follow the standard acceptable length of KBP, i.e., 5s, 10s, 15s, 30s, 45s, 60s and multiples of 15s beyond 60 seconds.
- b. Should a material be used in an OOH medium and material will be implemented without an audio, this will have to be applied separately as this material is not anymore exactly the same as the original material applied (with visual and audio). This is also to ensure that no element in the original material applied is eliminated.
- c. Should a material be implemented in digital and a caption will be included, material should be applied with the caption.
- d. ASC Reference Number should be reflected at the last frame of the material together with the mandatory government phrase EXCEPT for the following: a) if the ad is for OTC drugs, "If symptoms..." must be on a separate end frame; b) if ad is for a food or dietary supplement wherein the "MAHALAGANG PAALALA: ANG (NAME OF PRODUCT) ..." must be the only element on the last/end frame.
In both cases, the ASC Reference Code can be placed on the first frame or second to the last frame.

Type of Material	Length	MEMBERS			NON-MEMBERS		
		Base Rate	12% VAT	Total	Base Rate	12% VAT	Total
AUDIO ADS • Radio Ads (including live or recorded AOB/DJ spiel)	5s – 30s	750.00	90.00	840.00	975.00	117.00	1090.00
	31s - 60s	1,430.00	172.00	1602.00	1,860.00	224.00	2,084.00
	Above 1 min. but not more than 5 min.	2,090.00	251.00	2,341.00	2,720.00	327.00	3,047.00
	Above 5 min.	3,575.00	429.00	4,004.00	4,650.00	558.00	5,208.00

NOTE: Material length should follow the standard acceptable length of KBP, i.e., 5s, 10s, 15s, 30s, 45s, 60s and multiples of 15s beyond 60 seconds.

STATIC ADS							
<ul style="list-style-type: none"> • Digital Static Ads (including Display Ads/Banner Ads/Search Ads/Electronic Direct Mail, Native Ads, Sponsored or Paid Blog Posts, etc.) • Print Ads • OOH Static Ads • Collateral Static Ads 	All sizes	750.00	90.00	840.00	975.00	117.00	1090.00


NOTE: For static ads to be implementable across platforms, please observe the following when applying with the ASC

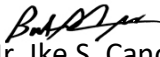
- a. Add a caption when applying so the moving ad can be used as a digital post.
- b. For products that require mandatory phrase, like OTC drugs and alcohol beverages, it should be at the right bottom part of the lay-out while the ASC Reference Code should be at the left bottom part of the lay-out.
- c. For food or dietary supplement, the mandatory phrase must be at the topmost portion of the layout

Type of Material	Length	MEMBERS			NON-MEMBERS		
		Base Rate	12% VAT	Total	Base Rate	12% VAT	Total
Complaints Fee	Case Hearing	8,250.00	990.00	9,240.00	10,725.00	1,287.00	12,012.00
	Post-Screening	8,250.00	990.00 9	9,240.00	10,725.00	1,287.00	12,012.00
Appeals Fee		8,250.00	990.00 9	9,240.00	10,725.00	1,287.00	12,012.00
Special Screening/ Clearing (Weekdays & Saturday)		13,750.00	1,650.00	15,400.00	17,875.00	2,145.00	20,020.00

For your guidance.

Thank you.


 Mr. Alexander Y. Syfu
 President, ASC


 Mr. Ike S. Canoy
 Chairman, ASC

Cc: Digna Santos – ASC Executive Director
 Maya Estrada – ASC Operations Manager
 Robbie Aligada – ASC Compliance Manager