

ASC Circular : **No. 2024-002**

Date : **February 5, 2024**

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

Subject : **ASC REMINDER ON APPLICATIONS/PROMISSORY NOTE GUIDELINES AND TIMELINES**

The Ad Standards Council would like to remind all applicants – advertisers, agencies and media entities about the application and payment schedules strictly being observed and implemented by the ASC, especially on the settlement of Promissory Notes (PN).

The ASC is re-sharing the said guidelines and timelines to guide applicants and their finance teams and to allow them to settle their accounts **ON TIME** to avoid rejection or non-acceptance of their future applications due to unsettled accounts.

GUIDELINES:

1. REGULAR APPLICATIONS – CUT-OFF

- a. **For filing of applications is at 11:00AM** in order for application to be processed on the **SAME DAY**. An email informing the applicant that his/her application has been accepted will be sent. It will also state the ASC Reference Number of the application and the amount of application fee to be paid.

Applications submitted at 11:01AM will be lined up by the system for processing the following day. Once processed the next day, that is the only time the applicant will receive the email confirmation as mentioned above.

- b. **For uploading of proof payment (deposit slip or voucher)/promissory note (PN) is at 3:00PM** in order for the decision to be released the following day, from 7AM to 9AM.

Proof of payment (deposit slip or voucher) / PN uploaded at 3:01PM will move the release of decision to day after tomorrow or two days from application date.

For **applications submitted on a Friday**, proof payment (deposit slip or voucher)/PN uploaded on or before 3pm will result to the release of decisions on the following day (Saturday) between 7AM to 9AM.

Proof of payment (deposit slip or voucher)/PN uploaded at 3:01PM will move the release of decision to Tuesday, from 7AM to 9AM.

2. SPECIAL APPLICATIONS – CUT -OFF

- a. **For filing of special applications is at 11:00AM** in order for application to be processed on the **SAME DAY**. An email informing the applicant that his/her application has been accepted will be sent. It will also state the ASC Reference Number of the application and the amount of application fee to be paid.

Special applications submitted at 11:01AM will be lined up by the system for processing the following day. Once processed the next day, that is the only time the applicant will receive the email confirmation as mentioned above.

- b. **For uploading of proof payment (deposit slip or voucher)/promissory note (PN) is at 3:00PM** in order for the decision of your special application **ON THE SAME DAY** to be released

For special screening and/or special clearing, proof of payment (deposit slip or voucher)/PN should be **uploaded no later than 3PM** in order for the ASC to release the decision of your special application **ON THE SAME DAY**.

Proof of payment (deposit slip or voucher)/PN uploaded at 3:01PM will move the release of special decision to the following day, from 7AM to 9AM.

3. PROMISSORY NOTE (PN)

As stated in the Promissory Note (PN) template, the application fee covered by a PN is supposed to be settled **on or before the 5th work day from the date of application**. However, some agencies / companies do not honor the Acknowledgement Receipt issued by the ASC for the PN as the proof of billing and requires the ASC to send them a Statement of Account (SOA), which will be the basis for their payment. By doing so, the payment lead time is extended in favor of the applicant and his/her company.

In line with this, the ASC is issuing the following timeline that will be strictly implemented by the ASC and should be followed by all applicants utilizing PNs to avoid banning/non-acceptance of future applications as a result of delayed settlement of PNs.

TIMELINE: Scenario assumes applicant applies with ASC on a daily basis

Date/Day of Application	PN Due Date	ASC Sends Weekly Statement of Account SOA	SOA Payment Due Date	ASC Follow Up If No Payment Is Made	SOA Payment Final Deadline	NON-ACCEPTANCE by ASC of Brand's Applications
Jan 8 (Mon)	Jan 12 (Fri))				
9 (Tue)	15 (Mon)) Jan 13 (Sat)	Jan 18 (Thu)	Jan 19 (Fri)	Jan 25 (Thu)	Jan 26 (Fri)
10 (Wed)	16 (Tue))				
11 (Thu)	17 (Wed))				
12 (Fri)	18 (Thu))				

REMINDERS:

1. The ASC charges an Application Fee to cover the **manhours spent** in processing the application as it goes through several stages of review. **THEREFORE**, the application fee **SHOULD** be settled/paid **REGARDLESS** of the decision received for said application.
2. Rejection/banning of future applications of a brand will be implemented by the ASC on the **DAY AFTER the final deadline** of the SOA, if it remains to be unsettled/ unpaid.
3. Banning of a brand's application is **regardless of applicant** (individual or company).
4. Special screening and/or clearing applications of banned brands will be allowed **PROVIDED** the applications are paid via uploading of proof of payment (deposit slip or voucher) no later than 3PM. **The ASC will release the special decisions ONLY after the applicant's uploading of proof of payment AND its receipt by the ASC Finance Team.**
5. It is the responsibility of the applicant to settle all fees to be able to receive the decision on time, as prescribed. ASC will no longer be doing follow-up calls, texts, emails, or any other form of communication to the applicant.
6. The ASC online system reads uploads real time. This means that any document uploaded beyond 11am and 3pm, as the case maybe, is based on when these are uploaded by the applicant.

The above Promissory Notes timeline and guidelines will be in strictly **implemented starting on Monday, February 19 , 2024.**

For your guidance and strict compliance.



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