

Policy P-004
Advertising Committee
Approved by Council: November 25, 1994
Amended by Council: April 20, 2002 and September 24, 2009

Note to Readers: In the event of any inconsistency between this document and the legislation that affects chiropractic practice, the legislation governs.

Intent

To advise members of the Advertising Committee's procedure to determine if an advertisement falls within the advertising standard of practice S-016. The advertisement may be either a proposed advertisement by a member sent to the Committee for preapproval prior to publication, or a published advertisement sent to the Committee by a concerned member of the public, including another chiropractor.

Protocol

1. Members considering advertising are encouraged to forward their advertisements to CCO for review.
2. CCO forwards the advertisement to the Advertising Committee for review (preferably via e-mail).
3. The members of the Advertising Committee review the advertisement and provide feedback to CCO (preferably via e-mail).
4. CCO aggregates the feedback and, on behalf of the chair, advises the member in writing (letter, facsimile and/or e-mail) if the advertisement complies with the advertising standard of practice. If the advertisement is from a member seeking preapproval prior to publication, CCO provides a response within approximately **10 business days**.
5. If the member disagrees with the committee's decision, the committee will consider the member's comments, provided in writing, and take the following actions:
 - advise the member that the committee stands by its original decision;
 - advise the member that the committee will revise its original decision; or
 - advise the member that the committee will forward the member's letter to the Executive Committee for additional review and consideration.