



VETTING GUIDELINES

All you need to know about getting your materials vetted

APCON

1/1/2012

Table of Contents

What is Vetting?.....	3
Basic Principles of Advertising	3
Scope and Application	3
Content Application	3
Role of the ASP	4
Importance of Vetting	4
To whom do the rules of vetting apply	5
Materials that must be vetted	5
Materials exempted from vetting	5
Requirements for vetting	6
Vetting Procedure	7
Refusals and appeals	7
Advertising Content	7
Use of Foreign Models	8
Presentation /Description	8
Vetting Fees	8
Fines / Penalties	9

VETTING GUIDELINES

What is vetting?

Vetting is the process of submitting advertisement materials for a formal and thorough examination by the Advertising Standards Panel (ASP) prior to the granting of approval or clearance for such materials to be publicized, aired or printed.

BASIC PRINCIPLES OF ADVERTISING

All advertisements shall be legal, decent, honest, truthful, respectful and mindful of Nigeria's culture. They should be prepared with a high sense of social responsibility and should avoid misinformation.

All advertisements should conform to the principles of fair competition generally accepted in business, and of fair comments expected in free human communication.

The aim is to enhance public confidence in advertising and should always be in the interest of the consumer and wider society.

SCOPE AND APPLICATION

The vetting guidelines apply to:

- All individuals registered as Advertising Practitioners
- All organizations, corporate bodies and individuals which/who use advertising services.

CONTENT APPLICATION

The vetting guidelines apply to the entire contents of an advertisement:

- Words & numbers (spoken or written)
- Visual representations
- Music
- Sound effects

It applies to the spirit as well as the letter and operates in conjunction with the Nigerian Code of Advertising Practice and Sales Promotion (4th Ed.), the Oath of Advertising Practice, all relevant laws in Nigeria as well as the existing rules and regulations of APCON.

THE ADVERTISING STANDARDS PANEL (ASP):

What is the role of the ASP?

The ASP is charged with the duty of ensuring that advertisements conform to the prevailing laws of the Federation as well as the Code of advertising profession.

The ASP recognizes that certain forms of advertisements are mandatorily required to be submitted to relevant self-regulatory organizations for clearance before they are presented to it for vetting. This is known as pre-clearance or pre-vetting approvals.

IMPORTANCE OF VETTING:

The ASP is mindful of the need to protect the public from deceitful and morally wrong advertisements. Therefore it is determined to:

- (a.) Ensure that only decent, honest and truthful advertisements are carried out in the media
- (b.) Protect the interest of the consumer by making sure that advertisements presented to the Panel have a high sense of social responsibility
- (c.) Oversee that advertisements conform to the principle of fair competition generally accepted in business
- (d.) Enhancing public confidence in advertising and explaining the thrust and value of advertising.

The ASP consists of the following organizations and the respective number of representatives:

- Advertising Association of Nigeria (ADVAN)
- Association of Advertising Agencies in Nigeria (AAAN)
- Broadcasting Organizations of Nigeria (BON)
- Newspaper Proprietors Association of Nigeria (NPAN)
- Outdoor Advertising Association of Nigeria (OAAN)
- Consumer Protection Council (CPC)
- National Council of Women Societies (NCWS)
- Central Bank of Nigeria (CBN)
- Federal Ministry of Health

WHERE DO THE RULES OF VETTING APPLY?

These principles of vetting apply to all forms of advertising and marketing communications such as:

- Consumer promotion
- Merchandising
- Point of sale materials
- Sponsorship
- Interactive advertising
- Communications to on and off trade

And to all medium including, but not limited to:

- Print
- Broadcast media
- Cinema
- Outdoor panels
- Labeling (including product names)
- Packaging
- Internet

MATERIALS THAT MUST BE VETTED

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • Foods • Consumables • Personal Hygiene Products • Drinks • Cosmetics • Over-the-Counter Medicines • Household Items • Furniture • Education • Stationery | <ul style="list-style-type: none"> • Tobacco promotions • Home Video Promotions • Financial Services • Religious Programmes • Political Advertising • Corporate Advertisements of Regulated Products • Property • Airline services and promotions • Energy | <ul style="list-style-type: none"> • Corporate Advertisements of a General Nature • Trade-Medicals • Telecommunications • Consumer Sales Promotions • Medical Equipments • Automobiles • Electrical and Electronics • Oil & Gas • Building Materials and Fittings • Fashion • General Goods and Services |
|---|---|---|

EXEMPTED MATERIALS

- Vacancies | Notices | Financial statements | Goodwill messages | Obituaries | Immemorial

REQUIREMENTS FOR VETTING OF ADVERTISEMENTS:

- 1) A formal application letter for vetting addressed to:
The Chairman
Advertising Standards Panel
APCON House, National Theatre Annexe,
Iganmu, Lagos
- 2) ASP forms 001 and 002 filled and duly signed by a registered advertising practitioner not below and Associate Member (arpa), stating his/her APCON Registration number.
- 3) Product's NAFDAC Certificate or payment advice (where necessary) must be attached
- 4) The clients letter of authorization to advertise the products/service
- 5) The material concept/version (television, radio, press, outdoor, etc)
 - (a) Television/Film commercials: To avoid unnecessary cost, the following items are required for vetting: i) Scripts ii) Story Board iii) Double Head (before the answer print)
where these are not provided, a story board plus a CD must be submitted for the approval of the ASP before airing.
 - iv) (i) and (ii) above must be in colour vision
 - v) For ease of vetting, story board must be presented in a vertical A4 format with video or pictures on the left column and audio and sound on the right column
 - vi) All letters or figures must be clearly printed
 - (b) Radio commercials: Advertisers are advised to submit radio scripts for approval before the production of the jingle in CD which must also be submitted for final approval before the issuance of the ASP certificate of approval.
 - (c) Prints/outdoor: Professionally produced copy/layout, in the colour must be submitted for approval before the issuance of the ASP certificate
- 6) Products samples of not less than 12 (twelve) units must be supplied.
- 7) Evidence of the product registration with appropriate government agency
- 8) Demonstrations might be necessary in some cases and advertisers or their agencies must be prepared to provide the demonstration.

VETTING PROCEDURE:

Vetting procedure:

- Application is made by the advertising practitioner seeking approval to advertise attaching all the necessary requirements listed in (6) above as applicable to the particular product/service
- The application is forwarded to the Chairman of the ASP together with all the attached documents.
- The ASP meets twice every month. However, a request may be honored provided the applicant takes full responsibility for such an emergency meeting.
- Provisions are available for 8 hours and 16 hours accelerated vetting.
- A formal letter notifying the applicant of the status of the application will be sent to him/her as soon as the application has been entertained.
- No advertisement under the vetting category should be exposed UNLESS a certificate of approval from the ASP, signed by the Chairman and the Registrar of APCON has been received by the applicant or media house.
- Copies of the Certificate of Approval must be attached to all media orders.

REFUSAL AND APPEALS

- Where request to advertise has been refused or denied, an applicant may appeal to the Governing Council of APCON through the Registrar stating the ground(s) of appeal.
- Approval to advertise could be withdrawn or revoked by the ASP at any time after it has been granted if in the opinion of the ASP any condition for such approval have been violated, altered or changed in any way or new facts have emerged to affect the validity or authenticity of earlier data/claims submitted by the applicant.

ADVERTISING CONTENT

- Majority of the content of advertisements shall as much as possible be Nigerian.
- Nigerian languages shall be properly used in advertisements.
- Nigerian locations and ambience shall be correctly depicted.

USE OF FOREIGN MODELS

- Models used in advertisements exposed in Nigeria shall be Nigerians except where the concept specifically requires non-Nigerians. The use of non-Nigerian models would attract additional fee of N100,000 (one hundred thousand naira) per concept/version.

PRESENTATION / DESCRIPTION

- Advertisements shall not contain any description, claim or illustration which, directly or by implication convey an erroneous or misleading impression about the product or service advertised or about its suitability for the purpose recommended.

VETTING FEES

TV Commercial	-	N20,000
Radio Commercial	-	N20,000
Print Visual	-	N20,000
Outdoor Visual	-	N20,000
Truck Back	-	N20,000
Poster	-	N20,000
Flier	-	N20,000
Others	-	N20,000

Accelerated vetting would attract additional fee of:

16 working Hours	-	N100,000
8 working Hours	-	N240,000

VERIFICATION FEE

Venues	Within Zonal offices	outside the surrounding areas of the zonal offices:
Lagos	- N50,000	- N100,000
Abuja	- N50,000	- N100,000
Enugu	- N50,000	- N100,000
Owerri	- N50,000	- N100,000
Port-Harcourt	- N50,000	- N100,000
Kano	- N50,000	- N100,000
Kaduna	- N50,000	- N100,000
Ibadan	- N50,000	- N100,000



FINES & PENALTIES (pre-exposure)

A media house -	Which publishes or exposes an advertisement without the ASP certificate of Approval shall be liable to a minimum penalty of:	N200,000
An agency -	Which creates or places an advertisement for publication without the ASP certificate of Approval shall be liable to a minimum penalty of:	N200,000
An advertiser -	Who authorizes the publication or exposure of an advertisement without the ASP certificate of Approval shall be liable to a minimum penalty of:	N200,000
A Practitioner -	Who publishes or exposes or knowingly aids in the publication or exposure of an advertisement without the ASP certificate of Approval shall be subject to:	APCON disciplinary procedure + appropriate penalty.

Introducing



Accelerated Vetting

8 Hours | 16 Hours
Working hours



Partner with APCON to check:

- False or misleading statements, visual or verbal exaggerations
- Manipulated or spurious testimonials, including miracles
- Misleading price claims
- Comparisons that unfairly disparage a competitive products or service

We urge you to contact us if you see, read or hear adverts that seem to contain such abuses

01 - 894 1202 

THE VETTING AND MONITORING DESK
Regulation, Monitoring and Enforcement Directorate

234 (0) 803 320 1013
234 (0) 806 815 1284
234 (0) 803 582 4810

234 (01) 773 3308
234 (01) 894 1202



**PRE-EXPOSURE VETTING
OF ADVERTISEMENTS**

Are you an advertising practitioner? Do you Benefit from the product of advertising practice?

**ALL advertisements require pre-exposure clearance
from the Advertising Standards Panel (ASP)**

For more information on
securing **the clearance certificate**
please contact us

ABUJA:

26 Ajose Adeogun, behind Peace
Motor Park, Utako District Tel: (09)
870 7917 0803 315 2397
email: infoabuja@apcon.gov.ng

LAGOS:

APCON House
National Theatre Annex, Iganmu,
Lagos P.O. Box 50648 Ikoyi, Lagos
Tel: (01) 773 3308 email:
infolagos@apcon.gov.ng

ENUGU:

1 Ogbaru Street, Independence
Layout, Enugu Tel: 0803 590 0078
email: infokano@apcon.gov.ng

KADUNA: G11, Mammam Jalo Road,
1st floor, Mamman House, Opp.
NDA Bus stop, Uguwan, Kanawa,
Kaduna
Tel: 0806 605 9815
email: infokaduna@apcon.gov.ng

OWERRI:

Imo State Mini Arts Gallery Block,
Orlu Road Secretariat P.O. Box 1570,
Owerri, Tel: 0802 321 4054
email: infoowerri@apcon.gov.ng

PORT HARCOURT:

50 Aba Port Harcourt Express Road,
By Artillery Junction, Port Harcourt
Tel: 0803 076 5891 email:
infoph@apcon.gov.ng

KANO:

Plot C14, Eastern bypass Hotoro-
Arewa, Kano Tel: 0803 590 0078
email: infokano@apcon.gov.ng