



## Liquor Advertising Pre-vetting System

### Application for approval of advertising material

This form must be completed and submitted with all material sent to the Adjudicator for comment or approval.

**MATERIAL REQUIRING APPROVAL**

**Brand advertising** in all media and major point-of-sale display. processed.

**Retail advertising** approvals - television and cinema only.

**ARE YOU A NEW LAPS USER?**

Registration with ANZA is required before approvals can be

Contact: ANZA  
PO Box 9348, Newmarket, Auckland 1149  
Ph: 300 5932 Fax: 300 5931  
Email [anza@anza.co.nz](mailto:anza@anza.co.nz)

**LAPS PROCESS**

1. LAPS approved advertising will still need to be cleared by individual media bodies. TV Advertising also needs TVCAB approval. Email [tvocab@tvocab.co.nz](mailto:tvocab@tvocab.co.nz)
2. ANZA and the Adjudicator do not accept liability for any loss of any nature howsoever arising out of or consequent upon the pre-vetting of any advertisement under the LAPS system. It remains at all times the sole responsibility of the Advertiser and its Advertising Agency to ensure that the advertisement complies in all respects with the Codes of the Advertising Standards Authority and all other relevant Codes, Acts of Parliament and/or Regulations.
3. It is recommended that agencies/advertisers submit script/concept material for discussion with the LAPS Adjudicator before commencing productions. This approval form must accompany submissions.
4. When a liquor advertisement is approved a LAPS approval number will be issued to the agency/advertiser.
5. All approved advertisements appearing in print media must carry the prefix LAPS and the first 4 digits of the approval number before the key number.
6. For **Urgent** approvals, contact must **first be made by telephone**. If the Adjudicator is not immediately available for urgent event or announcement approvals, advertisements may be submitted to ANZA in the first instance.
7. Allow three working days for normal approvals. **It is essential to give 24 hours notice by phone or fax when urgent approvals are required.**
8. Approval will be advised by fax or email.

**LAPS CHARGES**

ANZA Members \$60 + \$17.50 administration fee + GST per 15 mins

Non-ANZA Members \$70 + \$17.50 administration fee + GST per 15 mins

Ian Willetts 304B Riddell Road Glendowie AUCKLAND	Tel: (09) 575 0677 Fax: (09) 575 1283 Mobile: (021) 811 822 E-Mail: <a href="mailto:ianmwilletts@xtra.co.nz">ianmwilletts@xtra.co.nz</a>
<b>DETAILS OF ADVERTISEMENT</b>	
Invoice To: _____	
Postal Address: _____	
Contact person: _____	
Media: _____ Size/Duration: _____	
Title or Headline: _____	
Agency key number: _____ Purchase Order No: _____ Date: _____	
Advertiser/Agency: _____	
Advertiser/Agency Contact Person: _____	
Telephone: _____ Fax: _____	
Email: _____	