



## Therapeutic 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**

**All Brand & Retail Advertising**

In all media & major point-of-sale display

**ARE YOU A NEW TAPS USER?**

Registration with ANZA is required before approvals can be processed.

Contact: ANZA

PO Box 9348, Newmarket, Auckland 1149

Ph: 300 5932 Fax: 300 5931 Email [anza@anza.co.nz](mailto:anza@anza.co.nz)

**TAPS PROCESS**

1. TAPS 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 TAPS 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 TAPS Adjudicator before commencing production. This approval form must accompany submissions.
4. When a therapeutic advertisement is approved a TAPS approval number will be issued to the agency/advertiser.
5. All approved advertisements appearing in print media must carry the prefix TAPS 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.

**TAPS CHARGES**

ANZA Members \$61.50 + GST per 15 mins

Non-ANZA Members \$96.75 + GST per 15 mins

<p><b>Nigel Andrews</b> 43 Tirohunga Drive Henderson AUCKLAND 0612</p>	<p><b>Tel:</b> (09) 836-2680 <b>Fax:</b> (09) 837 5057 <b>Mobile:</b> (027) 657 9750 <b>E-Mail:</b> <a href="mailto:njandrews@vodafone.co.nz">njandrews@vodafone.co.nz</a></p>
<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: _____	