

This form has been created to help advertisers compile the necessary information and legal assurances needed for clearance of price reduction and offer messages in advertisements. It is designed to cover most eventualities in any advert however if you're unclear about anything please contact your Clearcast representative who will be happy to assist.

Using this form:

- As price reductions are a legal issue this form must be completed by someone who is appropriately qualified.
- Double pricing must be shown on-screen for any item which is reduced in price. Where a price is not shown or included in the VO (e.g., 'Now half-price') double pricing isn't necessary.
- In regards children's toys or products with particular appeal to children, anything over £30 (even at the sale price) must be stated on-screen regardless of the sale message.

Other Substantiation which may be necessary:

- If a product or service is described as 'free' we also need an assurance that this could genuinely be classed as 'free'. We require confirmation that the price has not been increased to cover the cost, that the item is normally available at a charge and has been for a minimum of six months or that it is not considered normally part of a package.
- For further info please see [CAP](#) website.

Offer:

Please provide a clear breakdown of the offer with confirmation of whether it is on all or selected products in the store/range:

Previous approval:

Please confirm whether these offers have been approved previously. If yes, please provide the clock numbers or submission IDs:

Offer start & end date:

If multiple offers, please detail each offer's start and end date.

Media start & end date:

Products featured:

Please detail **all** products that will be shown in the ad and their pricing – if discounted, you must include the previous price and calculate the saving.

Please also see [Percentage Rules](#), below.

Product	Was (£)	Now (£)	Saving (£)	Saving (%)

(If more rows are required, please right click, and select 'Insert' then 'Insert Rows Below')

Percentage Rules:

'Up To' and 'From' claims:

Example: "Get up to 50% off in our Autumn Sale" or "Shoes from as little as £5"

- At least **10%** of the products in the **offer** itself need to be available at the full claim price/discount. Please confirm the % of products in the offer achieving the full claim price/discount:
- 100%** of products **featured in the ad** must be included in the offer, and *then* at least **10%** of those featured need to be available at the full claim price/discount. Please confirm the % of products in the ad that achieve the full claim price/discount:
- When the headline **'from/up to'** claim appears on screen or is spoken, the products shown at that time or closest to it must be those that achieve the full claim price/discount. Please confirm:

Other Sale/Offer Types

Example: "Autumn Sale Now On" or "Offers throughout the store"

- 100%** of products featured in the ad must be included in the sale/offer. Please confirm:

Online:

Please confirm whether these products/offers are available online. If yes, please confirm they are the same price and have the same offer dates:

Minimum spend:

Please confirm whether there's a minimum spend for this offer. If yes please confirm the amount:

Delivery:

Please confirm whether delivery is free or charged for. Please provide all the terms and conditions associated with delivery with details of any restrictions or exclusions:

Availability:

Please confirm the percentage of stores the products/offers are in:

Credit:

If credit is stated please fill in a Consumer Credit Compliance template, available to download [HERE](#)

Confirmation of stock:

Please read the below and sign where indicated:

I can confirm that there will be enough stock for anticipated demand for the campaign period. If we run out of any of the items advertised we will remove the ad from air immediately.

Signed by:

Position:

CTSI Confirmation:

To whom it may concern-

I write to confirm in respect of the above advertising:

- That the full price is a genuine one
- The goods could be sold in reasonable numbers at the higher price
- The higher priced goods were available in significant quantities
- The period of the higher price offer was sufficient to be a genuine offer of sale

I can confirm that we have adhered to the CTSI 'Guidance for Traders on Pricing Practices' document and that I'm suitably qualified to discuss legal issues/compliance.

Signed by:

Position:

CPR Confirmation:

If there is an offer end date please confirm compliance with the BCAP Code section 3.31 and the Consumer Protection Regulations. Clearcast requires confirmation the offer will not be extended beyond the date given in the ad.

I can confirm that the offer will not be extended beyond: __/__/__

Signed by:

Position:

Terms and Conditions:

Please provide all terms and conditions related to this offer:

Suggested legal text (if appropriate):

(Clearcast may advise amended or additional legal text)

PROVIDED BY:

POSITION:

DATE:

SIGNATURE:

PLEASE ENSURE THE FORM IS SIGNED OFF IN THE FIELDS ABOVE OTHERWISE IT WILL BE RETURNED TO YOU FOR COMPLETION, THIS WILL SLOW DOWN THE CLEARANCE OF YOUR AD.