



IMPORTANT MESSAGE FROM THE PAAB

PAAB CODE REVISION

Effective immediately, **Section 7.3** of the *PAAB Code of Advertising Acceptance* has been revised to read:

“The *Prescribing Summary* must be a minimum of 8.5 point font with 10 point leading for text and 8 point font with 10 point leading for bold headings.”

The PAAB members voted on and approved a motion for the change on November 23, 2007. The new size was approved based on a recommendation from an expert typographer sponsored by the Canadian Association of Medical Publishers (CAMP).

All newly created product summaries should be in the new format. Product summaries approved in the new format during 2007 can be revised to the new font size and sent at the advertiser’s discretion to the PAAB for approval at no charge.

We understand that some clients have not learned to apply the code guideline for the new format in the proper manner. The commissioner reminds advertising sponsors to take advantage of the opportunity to edit the content from a style and grammar point of view and eliminating extraneous commentary in the product monograph. The new format is designed to provide the important efficacy and safety content of the product monograph in a manner that is concise and easier to read as a reference tool. The PAAB staff can provide advice on how to do that. Please call the PAAB office.

The PAAB will work with the Canadian Association of Medical Publishers to produce a style guide to assist advertisers in creating the Product Summary within the guideline of Code section 7.3.