



Pharmaceutical Advertising Advisory Board
Conseil consultatif de publicité pharmaceutique

375 Kingston Rd., Suite 200, Pickering, Ontario L1V 1A3



Dear PAAB Client:

We are pleased to provide you with a PAAB fee schedule that will become effective January 1, 2001. It is available in English & French at the PAAB Web-site www.paab.ca.

Highlights include:

1. For the third year in a row, there is no increase to the basic fee structure.
2. The percentage supplemental fee has been changed to a flat fee.
3. We have added a new fee for very large Advertising/Promotional Systems.
4. We have deleted the separate fee for Service Oriented Vehicles.
5. We will charge a fee for **all** consultative meetings unless the meeting is requested by PAAB. This advisory service fee includes consultative meetings about an APS under review or a meeting or written opinion that help you distinguish if a communication piece is advertising or information.

Please see the Fee Schedule for complete details of the fees.

New Value-Added Advisory Service Fee

With respect to the advisory service, we have been providing verbal advice at no charge and will continue to do so. Significant additional administrative expense occurs due to meetings and written opinion and thus, there is a necessity to charge a fee to help cover costs. PAAB has expertise in determining if communications about prescription medications are advertising or information, based on the Health Canada policy document "The Distinction Between Advertising and other Activities". This includes Direct-to-Consumer communications and those deemed to be "educational" rather than "advertising". Therefore, we believe there is value to advertisers to receive information prior to going public with campaigns. This service is designed to reduce the need for Health Canada enforcement actions and to protect the public from misleading advertising. In order to monitor trends in this emerging DTCRx area, Health Canada has asked PAAB to be kept informed by copy. The PAAB members have agreed with this request and the PAAB Commissioner will forward a copy of the final version of the information / advertising received by PAAB to Health Canada for their information.

Please note that the DTC advisory opinion is designed to help you make decisions. It is not a pre-clearance acceptance similar to our advertising pre-clearance review mechanism and the PAAB logo is not granted.

PAAB Educational Workshops

Want to know more about PAAB and specific applications of the Code of Advertising Acceptance? PAAB staff will conduct on-site PAAB workshops at individual

Telephone: (905) 509-2275 Fax: (905) 509-2486 Internet: www.paab.ca



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pharmaceutical companies or advertising agencies of 1-2 hour duration for a comprehensive fee of \$350 plus travel expenses. The workshop consists of a formal presentation on the Code and PAAB activities plus a question period. Please call the Commissioner for details or to make a booking.



PAAB FEE SCHEDULE

Effective for material received after January 1 2001

	<u>English or French</u>	<u>English and French</u>
All APS	\$330	\$390
<i>except</i>		
a) additional APS within series with slight variations, submitted same day:	\$130	\$180
b) product reminder (section 7.6)		
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Consultative Meeting or Written Opinion to Help Distinguish Between Advertising and Information (unless requested by PAAB)		\$330
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Extended review fee <i>chargeable for all reviews and advisories when:</i>		
		additional
i) three or more resubmissions are required		\$100
ii) APS is more than 10 pages and less than 21 pages in length or with more than 15 references		\$100
iii) APS is more than 20 pages in length		\$200

Fees are invoiced after the first review letter has been sent. Fees are for the cost of the review and not for the acceptance of the APS. Once a piece has an approval number, we consider the approval process to have been completed for the fee that was assessed. Any revisions after that will be treated as a new submission with a new file number and billed a full fee. A review of prescribing information at launch or when revised will be billed an "All APS" fee.

Invoices are payable within 30 days; advertisers with outstanding balances may be required to clear their accounts before new reviews can begin. GST at 7% is applied to the above rates, GST#R104174743.

Questions about fees should be directed to the PAAB office: 375 Kingston Rd., Suite 200,
Pickering Ont. L1V 1A3. Tel: (905) 509-2275: Fax 905-509-2486
E-mail: review@paab.ca
Web Site: www.paab.ca