







2014 CAP Advice and Training rate card

We offer clear and authoritative advice to help you create ads that meet the requirements of the Advertising Codes.

With an extensive keyword-searchable database of advice; bespoke advice from our advisers; website audits; training events and more. You can get the help and advice you need quickly and easily.

Service	Description	Further Info	Fee	
Self-help resources				
	Advertising Codes	The Advertising Codes lay down rules for advertisers and media owners to follow, including specific rules that cover advertising to children and ads for alcohol, gambling, motoring, health and financial products.	Find out more	Free
	Help Notes	Help Notes are formal CAP and BCAP guidance on the application of the Advertising Codes in specific sectors or on particular subjects.	Find out more	Free
	AdviceOnline	AdviceOnline is a database of practical guidance to help you create ads and sales promotions that adhere to the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.	Find out more	Free
	Newsletters	Sign up for Insight and Update, our regular newsletters that contains the latest regulatory news and practical advice and guidance to help you to comply with the Advertising Codes.	Find out more	Free

Bespoke advice				
	Copy Advice	A fast, free and confidential service with a 24-hour turnaround, designed to help you comply with the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing.	Find out more	Free
	Copy Advice Express Service	4 hour turnaround is available for advertisers, agencies and other intermediaries.	Find out more	Online price: £204 (£170 + VAT @ 20%) Invoice price: £300 (£250 + VAT @ 20%)
	Copy Advice Website Audits	A dedicated and expert assessment of marketing communications on your website. With tips and tools to guide you online and offline, CAP Website Audits will help you to comply with the advertising rules now and in the future. Standard audit takes up to ten working days.	Find out more	Starts from £960 (£800 + VAT @ 20%)
Training and events				
	Advice:AM	With speakers from both CAP and the ASA, these specialist seminars are designed to give an inside track on what the Advertising Codes require and how they're interpreted by the ASA. Seminars go into detail about	Find out more	Online price: £204 (£170 + VAT @ 20%)

		specific sectors and key issues, using relevant case studies.		Invoice price: £300 (£250 + VAT @ 20%)
	Insiders' Guide	For an introduction to Advertising Standards Authority and the main principles of the Advertising Codes, attend an Insider's Guide. By using case studies from different media and sectors, we can bring the rules to life and we allow plenty of time for discussion.	Find out more	Online price: £60 (£50 + VAT @ 20%) Invoice price: £90 (£75 + VAT @ 20%)
	Graduate Advice: AM	These annual seminars are targeted at new agency employees embarking on a career in advertising.	Find out more	Free
	Bespoke training	In these half-day seminars, we personalise the seminar to the specific needs of your brand or business. Run by staff from both CAP and ASA, there's the opportunity to discuss your marketing ideas in confidence and receive expert feedback.	Find out more	£900 (£750 + VAT @ 20%) Invoice only
	Industry presentations and conferences	CAP and ASA staff regularly participate in external conferences and seminars to present, join panel debates or to judge awards.	Find out more	£600 (£500 + VAT @ 20%) Invoice only Judging awards: free
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