

# Ad:Check

## Understanding advertising regulation

The Advertising Standards Authority (ASA) works to make UK advertisements responsible by taking action against misleading, harmful and offensive ads.

**£17.8bn\***  
(\*In 2013)

**Q** What's the point of advertising?

Advertising calls attention to products and services

**Q** How much do advertisers spend each year?



**Q** Can advertisers really say or show what they like?

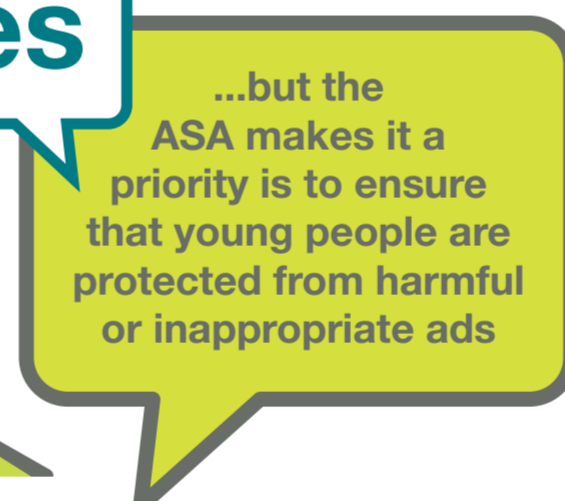
**Q** Is advertising only about selling goods?



**Q** How do advertisers get strong or difficult messages across?

**Q** Can ads target young people?

**Q** Ads keep appearing on websites I'm on, can I turn them off?

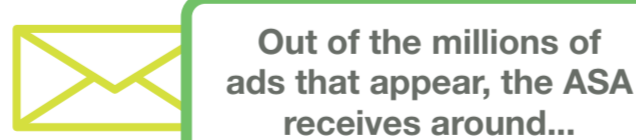


**Q** What can the ASA do about problem ads?

**Q** Can I make a complaint about an ad?



**Q** How many complaints does the ASA receive?



Out of the millions of ads that appear, the ASA receives around...

**30,000** complaints a year. Of those, around...

**4,000** ads are changed or withdrawn

Ad:Check explores all these questions, and many more, for learning about the ethical and practical issues surrounding advertising.

Download from the ASA's website [asa.org.uk/schools](http://asa.org.uk/schools)

Legal, decent, honest and truthful

