



CBC & Radio-Canada
MEDIA SOLUTIONS

ALIGNMENT OF OUR ADVERTISING STANDARD PRACTICES

In an effort to bring consistency to our on air and digital Advertising Standard practices, CBC/Radio-Canada will allow the sale of advocacy and political advertising during commercial breaks in and around television news broadcasts, effective **August 5**.

The following guidelines apply:

- Advertising messages scheduled in news programs must be separate and distinct from news components.
- CBC/Radio-Canada will apply the “no direct adjacencies” solution to television broadcasts as we already do for digital ads, meaning that advocacy or political ads will not be aired first or last in commercial breaks and not directly adjacent before or after news programs.
- Restrictions on political and advocacy ads in current affairs and documentaries that deal with the subject of the ad remain in place.

CBC/Radio-Canada retains the right to refuse any ad that infringes on our own standards or community standards.