

Guidelines On KKLIU Application by Medicine Advertisements Board (MAB)

Prepared by:

**Medicine Advertisement Board
Advertisement Control Branch
Pharmacy Enforcement Division
Ministry Of Health
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Form B (Application Form)

1) Name *article / service (*choose one)

A) For **article** (poison, OTC medicine, traditional medicine or supplement)

- state product's name (as listed in Product registration certificate. If advertisement contains > 1 product, please only state Brand-name products", or "Company-name Products")

B) For **service**

- state premises' name (as listed in CKAPS license)

2) Types of article / service

A) For **article**

- state Medicine

B) For **service**

- state one of the following : Private hospital / private clinic / private radiology clinic / private medical laboratory.

3) Media to be used

A) Refer to the **List of approved media**

4) Language to be used

A) State **Bahasa Malaysia / English / Mandarin / Tamil** or others

B) For **Mandarin / Tamil**, attach 1 translated copy in either English or Bahasa Malaysia.

C) For foreign languages (eg: Japanese, Arabic, Indonesian), attach 1 copy of translated copy (certified) in either Bahasa Malaysia or English.

5) Attach 5 copies of advertisement in each language used. For **Internet website**, attach 3 copies.

6) Cross and state number of bank draft / postal money / money order with a fee of **RM300 (per application)**. Make the payment to "Ketua Setiausaha, Kementerian Kesihatan Malaysia". Cheque is not acceptable.

A) State the name, I/C number and company's address of applicant on the back of the bank draft.

B) Submit postal money / bank draft and application at least 2 weeks before the expiry date of postal money / bank draft.

FORM B
MEDICINE ADVERTISEMENT BOARD REGULATIONS 1976
(Regulation B (1))

ADVERTISEMENT APPLICATION FORM FOR MEDICINE ADVERTISEMENT BOARD'S APPROVAL

To,
Secretary,
Medicine Advertisement Board,
Pharmaceutical Services Division,
Ministry of Health Malaysia,
Lot 36, Jalan Universiti,
46200 Petaling Jaya, Selangor.

Sir,

I apply for approval for the advertisement of

(i) Name * article/service..... **1**

(ii) Type of * article/service..... **2**

(iii) Media to be used..... **3**

(iv) Language to be used..... **4**

(v) I submit **five (5) / three (3) copies** of the advertisement in the language to be used. **5**

(vi) I enclosed * bank draft/money order/postal order bearing number and date..... **6**
for **RM300.00 (Ringgit: Three hundred only)** as payment.

2. I confirm that all the information above are true.

Signature of applicant:..... **7**

Name of applicant (in capital letters):.....

Identity card No.....

Name of Company:.....

Address of applicant:.....

Telephone No & email :.....

7) Confirmation of Applicant:

Applicant must fulfill criteria as below:-

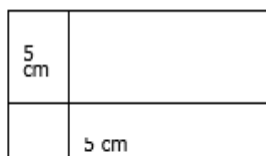
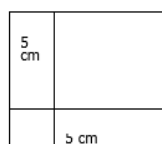
- i) Applicant must be employee/owner of the product's / healthcare service's company. (Not advertising agency)
- ii) Submit original copies with signature.

ATTENTION!!

NOTE:

- 1) Charges will be incurred separately (RM300 for each application) for different format of advertisement / media used.
- 2) Advertisement with the same format but different language can be submitted as one application.
- 3) Supporting documents:
 - i) Attach **valid / latest** supporting documents for claims made on advertisement. (Eg: halal, organic, awards, accreditation, journal, recognition, pharmacokinetic data etc)
 - ii) Claims without supporting documents will be rejected.
- 4) Advertisement printed on **glossy paper** will be rejected.
- 5) No changes is allowed for advertisement once it is submitted for KKKLIU application unless requested by MAB secretariat.
- 6) Bind advertisement with 10 pages or more in similar order for all languages.
- 7) Arrange supporting documents (eg: indication certificate, product formula, label, etc) in a similar sequence with the products advertised.
- 8) Highlight information cited in the supporting documents (eg: journal, research paper, reports) to ease approval.
- 9) Ensure font used is clear.
- 10) Prepare empty spaces of 5cm on the left and below of the advertisement for office use.

Example:



- 11) Approval will take 5 working days (starts upon receiving complete application).

TYPES OF APPROVED MEDIA

Media	Validity of Approval	Example / Description
All Media (Except Radio)	3 years	Format submitted needs to be appropriate for all types of media (except radio) <u>Example:</u> bunting / poster / newspaper / magazine / online banner / digital banner / internet / signboard / wobblers / leaflet / brochure / billboard / press-release product (except poison) / calendar
Catalogue	3 years	Product Catalogue
Video	3 years	Television / <i>youtube</i> / video interview / TV program * attach script (text / Q&A / visual) / <i>story board</i>
Radio	3 years	Advertisement in jingle form / program *attach script (text / Q&A)
Point Of Sale Material	3 years	Advertisement to be placed inside a premises. <u>Example:</u> <i>shelftalker / counter top / dispenser / giant box</i>
Vehicle	3 years	Advertisement on a vehicle
Internet (website)	3 years	Website of a healthcare services' / product's company
All Media (<i>Congratulatory ad</i>)	6 months	Announcement of receiving accreditation / awards / congratulation speech / new equipment (For healthcare service only)
Press Release	6 months	Press release on launching of a new chemical entity / new indication of a poison (Allowed for one time publication only)