

## APPLICATION FORM ( FORM B)

### FORM B

MEDICINE ADVERTISEMENTS BOARD REGULATIONS 1976  
(Regulation 8 (1))

#### ADVERTISEMENT APPLICATION FORM FOR MEDICINE ADVERTISEMENTS BOARD'S APPROVAL

To,

Secretary,  
Medicine Advertisements Board,  
Pharmaceutical Services Division,  
Ministry of Health Malaysia,  
Lot 36, Jalan Profesor Diraja Ungku Aziz,  
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.....for RM300.00 (Ringgit: Three hundred only) as payment. **6**

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 :.....

\* Delete where appropriate.

#### FOR OFFICE USE

1. Approved/Not approved/Cancelled/Do not require approval and date.....
2. File reference:.....
3. Subject to the terms and conditions set forth in the Certificate of Approval:



## GUIDELINES FOR ADVERTISEMENT APPLICATION TO MEDICINE ADVERTISEMENTS BOARD (MAB)

### 1 NAME \*ARTICLE / SERVICE (\*CHOOSE ONE)

- A) For article (poison, OTC medicine, traditional medicine or supplement)
  - Fill in product's name (as approved by Drug Control Authority). If more than 2 products, fill in Product's Brand name.
- B) For service
  - Fill in premises' name ( as approved by CKAPS)

### 2 TYPES OF ARTICLE / SERVICE

- A) For article
  - " Medicine"
- B) For service
  - Select : "Private hospital / private clinic / private radiology clinic / private medical laboratory."

### 3 MEDIA TO BE USED

A) See List of media\*

### 4 LANGUAGE TO BE USED

Kindly attach a copy of translation in Bahasa Malaysia or English for advertisement with languages other than Bahasa Malaysia and English (eg: Chinese, Tamil, Korean, Japanese, Indonesian),

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

**6** Select and fill in the bank draft / postal order/ money order number. Fee is RM300 payable to "Ketua Setiausaha, Kementerian Kesihatan Malaysia". Cheques are not accepted.

A) Fill in company's name, address and SSM registration number at the back of the bank draft / postal order / money order

B) Ensure validity of the bank draft / postal order is more than 2 months upon submission of application.

### 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) Application form must be submitted with applicant's original signature.

# ATTENTION!

- 1** Client charter for issuance of advertisement approval certificate is;  
i) 5 working days for all media except website;  
ii) 30 working days for website;  
starting from the day of complete application is received (for the application received before 1pm). For application received after 2pm, the day 1 will begin from the next working day.
- 2** Advertisement must be printed on A4 & A3 paper.
- 3** Each application is for 1 advertisement format only.
- 4** The same advertisement in different languages can be submitted as 1 application.
- 5** Supporting documents:  
i) Must be relevant, valid, and up to date. Supporting documents include halal certificate, organic, awards, patents document, accreditation, journal article, recognition, etc.  
ii) Unsupported claims in the advertisement will not be approved.
- 6** Advertisement with dark coloured background or printed on glossy papers will not be accepted.
- 7** Any changes to the advertisement format after submission of application will not be accepted, unless requested by secretariat of MAB.
- 8** Advertisement with more than 10 pages must be bound neatly and in the same order for all languages.
- 9** Arrangement of supporting documents (eg: indication certificate, product formula, label, etc) must be in the same sequence as the products in the advertisement format.
- 10** Information cited from the supporting documents must be labelled and highlighted for easy reference (eg: journal, research paper, reports).
- 11** Please use clear, easily legible font size and font colour in the advertisement format. Kindly ensure all the information in supporting documents are also clear and legible.
- 12** Kindly reserve 5cm space at the side and below of the advertisement format for secretariat's use.

# LIST OF MEDIA

| MEDIA                    | VALIDITY OF APPROVAL | TYPES OF ADVERTISEMENT   |
|--------------------------|----------------------|--|
| ALL MEDIA (EXCEPT RADIO) | 3 YEARS              | Bunting / poster / newspaper / magazine / online banner / digital banner / internet / signboard / wobblers / leaflet / brochure / billboard / calendar / press release product (except poison) |
| CATALOGUE                | 3 YEARS              | Product Catalogue  |
| VIDEO                    | 3 YEARS              | Television / youtube / video interview / TV program * attach script (text / Q&A/visual ) / story board   |
| RADIO                    | 3 YEARS              | Advertisement in jingle form / program   |
| POINT OF SALE MATERIAL   | 3 YEARS              | Advertisement to be placed inside a premises.<br>Example: shelftalker / counter top / dispenser / giant box  |
| VEHICLE                  | 3 YEARS              | Advertisement on outer surface or body of vehicle<br>Example : car, lorry, van, train  |
| INTERNET                 | 3 YEARS              | social media (eg: facebook/instagram post) / bumper Ad / E-commerce platform (eg: Shopee/ Lazada)  |
| MEDIA RELEASE            | 6 MONTHS             | Media release on launching of a new chemical entity / new indication of a poison (Indication of the product does not contravene Section 3, Medicines (Advertisement and Sale) Act 1956 )       |
| WEBSITE                  | 3 YEARS              | Company's website, online shops with a collection of products  |

Example:

|     |     |
|-----|-----|
| 5cm |     |
|     | 5cm |

**Note:** The secretariat of MAB reserves the right to reject any application which does not fulfil the criteria / conditions stated above.

Prepared by:  
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