

# CERTIFICATE OF COMPLIANCE WITH ERA MARKETING GUIDELINES

*\$100 Certification Fee must be included with your Certificate*

Production Company, Distributor or Media Buyer:

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Address:

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City/State/Zip:

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Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_ is a member of the Electronic Retailing Association.  
As such, it is obligated to abide by the ERA Marketing Guidelines with respect to  
advertisements it produces, distributes or for which it purchases media. We hereby  
certify that, to the best of our knowledge and belief, the advertisement entitled:

\_\_\_\_\_,  
marketing the product(s):

\_\_\_\_\_,  
complies with the ERA Marketing Guidelines.

Show Producer:

Show Distributor:

Media Purchased by:

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\_\_\_\_\_  
Name of Certifier\* (Print or type)

\_\_\_\_\_  
Signature of Certifier\*

*(\*must be a senior executive from one of the companies listed above.)*

\_\_\_\_\_  
Title:

\_\_\_\_\_  
Date

*Questions regarding the ERA Self-Certification and Enforcement Program, or requests for additional copies of the ERA  
Guidelines should be directed to: Electronic Retailing Association  
2000 North 14<sup>th</sup> Street, Suite 300 \* Arlington, VA 22201  
Tel: 703.841.1751 \* Fax: 703.841.1860 \* Internet: [www.retailing.org](http://www.retailing.org)*



## THE ERA SELF-CERTIFICATION PROGRAM

The ERA Self-Certification Program assures consumers, broadcasters, cable networks, satellite and other delivery systems that advertisements produced, distributed, or for which media is purchased by ERA members, comply with the association's Marketing Guidelines. Since compliance is a requirement of ERA membership, the proprietors of these delivery systems may be supplied periodically with updated lists of ERA members to help determine which advertisements are in compliance. ERA reserves all rights to the certification form and the ERA seal service mark. Unauthorized use is prohibited.

### *Certification Form*

After reviewing their advertisements to ensure that they comply with the Marketing Guidelines, ERA members should complete the certification form provided by the association. A form for each advertisement should be completed and attached to every audio or video tape sent to the media (additional copies are available from ERA). Any trafficking documentation for the program should accompany the tape and the certification form. There is a certification fee of \$100 that must be paid in addition to submitting your signed certificate of compliance. ERA members must maintain a file of master copies of all certification forms, along with a copy of the documentation substantiating advertising claims. ERA may request to review this documentation.

### *Enforcement*

Complaints received about self-certified advertisements will be reviewed initially by ERA staff to determine whether the complaint actually falls within the scope of the Guidelines. If so, the complaint will be referred to the ERA Review Board. If a majority of the Review Board determines that the complaint raises questions regarding the truthfulness of the claims in an advertisement, or the substantiation for such claims, it may refer the advertisement to the National Advertising Division of the Better Business Bureau unless the ERA member chooses to withdraw or correct the advertisement. Noncompliance with the Guidelines may result in suspension of ERA membership.

Complaints about non-certified programs will be reviewed initially by ERA's staff. Following this examination, ERA's President & CEO may refer the complaint to an appropriate governmental agency or NAD.

*For copies of the ERA Marketing Guidelines or certification forms, contact ERA:*

2000 North 14<sup>th</sup> Street, Suite 300 \* Arlington, VA 22201

Telephone: 703-841-1751 \* Fax: 703-841-1860 \* Internet: [www.retailing.org](http://www.retailing.org).