

Submitting Copy to PAGB

Read our top tips for submitting your copy to PAGB to help make sure your copy is assessed and approved as efficiently as possible.

Plan your timelines carefully



Build in extra time for review to ensure you can meet your deadlines



The team aims to review copy within:

2 working days
standard copy

5 working days
complex/long copy

Timings are not guaranteed and can be affected by workload and staff availability

What is complex/long copy?

As a guide, copy will be flagged as complex/ long when it contains:



New products or claims which require a review of evidence



5 or more pages of text (e.g. blog or website content)



8 or more pages of mixed content (e.g. formatted websites with pictures, brand store content, multiple ad variations)

This is not an exhaustive list. Other factors may lead to copy being categorised as complex



Copy received after 5pm will be considered as received the next working day.

Timings apply to each submission (and resubmission).

Copy is reviewed in the order it is submitted, so even a minor change will take the same review time

Do you need to resubmit?



If the copy has been stamped “approval with conditions”, it is considered approved provided you fulfil any requirements as instructed. Please do not resubmit unless you are making a change different to that requested.

If an ad is the same as a previously approved copy but has been resized, is going to be used in different media or has a retailer tag added the earlier approval will apply, and the copy does not need to be resubmitted.



Always reference the PAGB Case number



Highlight changes made on resubmitted copy



Have you checked everything before you submit?

Consult the copy clearance checklists in the PAGB Consumer Code for Medicines and the Food Supplements Guideline.

Provide evidence for claims



General information about conditions and treatment types should be in line with generally accepted medical advice.



If you make a claim that is not common medical knowledge, please include a highlighted reference to a reputable medical source e.g. NHS website.

New product claims

If you're making a new product claim please submit a claims substantiation document, making a clear justification for the claim and highlighting supporting evidence.



Contact us – choose the best route

copyclearance@pagb.co.uk

Copy submissions and advertising advice queries

Amended copy should be sent to copy clearance, not to assessors' direct email accounts.

If you have a question, call the direct line given in the assessor's email signature or the PAGB switchboard: 020 7242 8331



advertisingadmin@pagb.co.uk

Request for updates or expedited copy

Please note that these will only be actioned if the team is in time for other copy.

Copy should always be submitted to copyclearance@pagb.co.uk in the first instance (cc advertisingadmin@pagb.co.uk if necessary).

The PAGB Codes and additional advertising guidance for PAGB members can be found here. Log in to the members area to access the additional guidance.

Have you attended PAGB's advertising workshops for OTC medicines, medical devices or food supplements advertising? Find out more and book online www.pagb.co.uk/events-training