

Food & Beverage Ad Approval Checklist

General Information

Advertiser Name

Product / Brand Name

Campaign / Ad Name

Review Date

Checklist

- ☐ All claims are accurate and verifiable.
- ☐ Ingredients, if mentioned, are correct and consistent with product label.
- ☐ Nutritional information (if displayed) is accurate and not misleading.
- ☐ All permissions for trademarks, logos, and third-party materials are secured.
- ☐ Images, videos, and depictions accurately represent the product.
- ☐ Disclaimers (if any) are clear and legible.
- ☐ Ad complies with age restrictions and other relevant policies.
- ☐ Complies with all local, national, and industry advertising regulations.

Comments / Notes

Reviewed By

Name

Signature