

APPLICATION FOR SALES PROMOTION PERMIT
UNDER DEPARTMENT ADMINISTRATIVE
ORDER # 2, SERIES OF 1993
(IRR CONSUMER ACT OF THE PHILIPPINES)

(PROMO TITLE)

() 1. NAME OF SPONSOR: _____

- ADDRESS: _____
- TELEPHONE NO.: _____
- AUTHORIZED REPRESENTATIVE: _____
- DESIGNATION: _____

() 2. NAME OF ADVERTISING AGENCY: _____

- ADDRESS: _____
- TELEPHONE NO.: _____
- AUTHORIZED REPRESENTATIVE: _____
- DESIGNATION: _____

() 3. PROMO PERIOD: _____

() 4. TYPE OF PROMO: **DISCOUNT**

() 5. COVERAGE: GMA NATIONWIDE OTHERS _____

() 6. LIST OF PARTICIPATING OUTLETS/BRANCHES: _____

() 7. PRODUCTS COVERED:

BRAND

SIZES (in metric, enclose English size in parenthesis)

_____	_____
_____	_____
_____	_____
_____	_____

() 8. PURCHASE AMOUNT REQUIRED: _____

() 9. WHO ARE QUALIFIED TO AVAIL: _____

() 10. HOW TO AVAIL?: _____

() 11. LIST OF ITEMS:

(Sizes in Metric,
Brand, Model)

Regular Price

Discounted
Price

% of
Discount

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

ATTACHMENTS

1. MEDIA UTILIZED : At least one advertising material shall contain the complete mechanics, duration, coverage and Per DTI-NCR Permit # ____, series of 200__. All other AD materials with incomplete mechanics shall indicate "See poster or print Ad) for complete details" , duration and Per DTI-NCR Permit # Series of 200__. *(bottom right)*

- POSTER
- RADIO SCRIPT
- STREAMER
- STORY BOARD (TV CINEMA)
- COMPRE:
 - PRINT AD
 - MAILERS
 - FLYERS

- 2. PROMO PARTICULARS: _____
- 3. REGISTRATION REQUIREMENTS: Certificate of product registration for FOOD, DRUG, COSMETICS, etc.
- 4. AGREEMENT WITH PARTICIPATING OUTLETS: _____
- 5. COMPLETE MECHANICS

UNDERTAKING

I/We hereby understand and agree that:

- 1. DTI-NCR shall act on this application within fifteen (15) days from receipt of complete documents.
- 2. If I/We do not receive any communication from DTI-NCR after submission of complete documents/requirements within the prescribed fifteen (15) days, the above application shall be deemed approved. However, such presumption of approval shall not absolve us from violations other than our lack of permit from your Office.

Authorized Representative of:

SPONSOR

SIGNATURE

PRINTED NAME

DATE

ADVERTISING AGENCY

SIGNATURE

PRINTED NAME

DATE