

Ad-Content Compliance (ASCI)

Media & Entertainment

Document type: Financial model / analysis · Generated 16 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Checks advertising content against the ASCI code - honesty, non-misleading, substantiation, harm and rules on children - and flags claims needing proof. Use this before releasing an ad. For influencer-disclosure specifically use ASCI Disclosure Checker.

Purpose of this tool & output

Check an ad against the ASCI code

How the output is used

Use the check to test an ad against the ASCI code — claims, disclaimers and disclosures — before you air it.

Who should vet it

An advertising-compliance advisor, for claim substantiation and disclaimers.

Important cautions

AI-generated check; follow current ASCI code and sector rules (e.g. drugs, food).

Companion documents

- Content Policy Compliance Review
- Platform Policy Checker
- Copyright / Fair-Use Assessor
- Age-Rating / Sensitivity Review

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.