



## Check When Complete

### Always Required

Ad is current, accurate & reliable. Ad is not false, misleading, or deceptive in any way

### Agency Information (does not apply to limited space medium)

Business name, address, TICO Registration #

Does not contain residential (home) phone number

### When Showing a Price

The total price (including taxes & fees) is shown clearly and prominently anytime the price is displayed

Conditions (if any) that affect or limit availability of price are shown (i.e. date price is available)

Reasonable description of travel services (i.e. hotel, gateway, supplier, etc)

Price advertised is in CAD currency unless clearly shown otherwise

Price advertised is available to the public at the time of the advertisement

### When Advertising a Specific Travel Service (does not apply to limited space medium)

Deposit & final payment requirements are shown

Shows the registrant's refund policy including cancellation and change penalties

Fair & accurate description of travel services including supplier, carrier, tour operator, hotel, etc

### Using Photos in Advertising

Photos/Pictures accurately depict what is being advertised

If the picture is not a photo, the ad explains this, i.e. Artist's Rendering

**Note:** The above checklist is provided as a guide to assist registrants in complying with the Act and the Regulation in Ontario. It is not exhaustive and is not a substitute for legal advice regarding the particular circumstances of a registrant. If you are uncertain regarding the information included on the checklist, please contact TICO for further information.