



The Advertising Standards Authority Limited
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Internet <http://www.asa.org.uk>

Dr V Coleman
PO Box 30
Barnstaple
Devon
EX32 9HJ

Please Quote: B01-03789/LMF/erd

25 May 2001

Dear Dr Coleman

YOUR ADVERTISING

We have not received a reply to our letter of 18 May (copy attached).

If we do not hear from you within the next seven days, we shall have no alternative but to report to the ASA Council that this matter has not been resolved satisfactorily. We will then publish the outcome of the investigation on our website www.asa.org.uk. In addition, the media will be asked to invoke their own sanctions to avoid any further breach of the Codes.

Finally, the Control of Misleading Advertisements (Amendment) Regulations 2000 empower the Director General of Fair Trading to apply for an injunction against publication of any misleading advertisement referred by the ASA if a satisfactory resolution has not been reached.

We look forward to hearing from you before close of business on Friday, 1 June.

Yours sincerely

Linda Fenelon
lindaf@asa.org.uk

FILE COPY

Dr Vernon Coleman
PO Box 30
Barnstaple
Devon
EX32 9HJ

Please Quote: B01-03789/LMF/erd

18 May 2001

Dear Dr Coleman

YOUR ADVERTISING

The ASA administers the rules by which the advertising industry regulates the content of advertisements and sales promotions. One of our tasks is to investigate complaints about non-broadcast advertisements which are alleged to break the British Codes of Advertising and Sales Promotion.

We have recently received a complaint, from RDS, about your advertisements that appeared in The Independent on Sunday on 25 February 2001 and in The Independent on 13 February 2001. One advertisement stated "...If you would like to know more about animal experimentation you can get a free copy of my book...by sending a cheque/PO for £2.95 (payable to EMJ Books) to cover PP&H...". The other stated "The normal price of the book is £9.95 but you can get a free copy by sending a cheque/PO for £2.95 (payable to EMJ Books) to cover PP&H...".

The British Codes of Advertising and Sales Promotion states that goods can only be described as free if readers are charged the current rate of postage only and, if advertisers make no additional charge for packing and handling. The complainants objected that the advertisement asked readers for more than the current rate of postage and we note that you charge for packing and handling. We consider that the advertisement is in breach of clause 16.1 of the Codes (see Code Clause enclosed) and we request your written assurance that in future you will charge readers no more than the current rate of postage for the book or will no longer advertise the book as "free".

We intend to deal with this matter on an informal basis and will close our file once we have received your written assurance that you will change your advertising. Your your client's name will then be published on the ASA website (www.asa.org.uk) as having agreed to make the change.

The Authority's effectiveness depends on resolving complaints fairly and swiftly. We would welcome your response within the next seven days so that we can conclude this matter as soon as possible.

We look forward to hearing from you.

Yours sincerely

Linda Fenelon
lindaf@asa.org.uk