

**2016 22**

**From:** A. M [REDACTED] Penkar [REDACTED]  
**Sent:** Tuesday, 12 April 2016 3:24 p.m.  
**To:** Advertising Standards Authority <[asa@asa.co.nz](mailto:asa@asa.co.nz)>  
**Subject:** Children's Codes

Overall, the code is good. But there is one aspect which really concerns me. I agree with the idea the opinion that children below 4-5 years of age should not be the target of any advertisement. Therefore, television programs for that age group should not have advertisements in them.

Regards,  
M [REDACTED]