

31. ADVERTISEMENT CATEGORISATION

Guidelines

Reference

All advertisements are categorised into four main categories and charged the applicable advertisement rates.

1) Display

Generally, these are advertisements placed by organisations to market/sell their products and services.

All display advertisements appear in run of page of the newspapers and they are charged at display rate.

2) Notices

Notices are display styled advertisements to notify and forewarn the public at large about changes in corporate structure/operations or implementations in public regulations, policies, schemes, constitution of government organisations, disruption to public services, etc. Such advertisements placed in Notices Section are categorised as notices and Notice rates will apply. When placed out of the Notices Section, the out-of notices rates will apply.

3) Recruitment

Recruitment advertisements comprise elements relating to Executive Appointments and Classified Jobs. Appointment advertisements generally refer to the aggregation of display job advertisements for the purpose of recruitment and retention of talent.

This will also include advertisements featuring career fairs/seminars, employer/career branding, offer of scholarships, etc

4) Classified

Classified advertisements are generally advertisements that appear in the newspapers under a certain classification heading. There are 3 types of Classified advertisements – run-on, semi-display and display advertisements. Classified display advertisements appear in various sizes grouped under different categories such as personal, business, vehicles, properties, travel and announcements. Run-ons and semi-display advertisements are system-set text advertisements placed within a single column widen under a classification.