

31. ADVERTISEMENT CATEGORISATION

Guidelines

Reference

EXAMPLES OF NOTICES ADVERTISEMENTS:

These include compliance advertisements that are placed under stipulated rules and regulations. such as:

A. Statutory Notices and By-law Regulations published pursuant to the Statutes of the Republic of Singapore

- a. Bankruptcy Act, Companies Act, Liquor Licence, Loss of important documents ,etc.

B. Legal Implications

- a. Legal suits, public apology, warning notice on infringement of copyrights, trademarks, fraud, etc.

C. Corporate Announcements

- a. Compliance advertisements in accordance with stipulated regulatory guidelines, e.g.
 - i. Stock Exchange requirements e.g IPO announcements (include pre and post launch; congratulatory and thank you ads); delisting of companies; etc.
 - ii. Ads relating to identity changes for both public and private bodies
 - Proposed corporate restructuring
 - Mergers & acquisitions
- b. Ad hoc public announcements by public or private bodies related to new functions or operational matters
 - i. Change of corporate name and/or logo
 - ii. Change of address and operational hours
- c. Annual Financial Reports

D. Tenders/Auctions

Advertisements on tenders and auctions pursuant to law

- a. Receivership sales
- b. Tenders, En-bloc /collective sales

E. Disruption of public services/amenities

- a. Road closures/aversions
- b. Temporary closure of public places, etc