

26. REPRODUCTION OF EDITORIAL ARTICLES (FROM SPH NEWSPAPERS AND MAGAZINES)

Guidelines

- a. Clearance from the SPH Information Resource Centre (IRC) is needed if an advertisement features a quote or photograph from an article in any of the SPH publications.
- b. SPH charges a fee for the reproduction of any of its articles, pictures or graphics in an advertisement.
 - For reproduction of SPH articles in SPH publications, the fee is normally waived.
 - For reproduction of SPH articles in non-SPH publications, a fee would be charged.

Reference

Contact
SPH Information
Resource Center
Tel: 6319 5583
or 6319 5298

27. TESTIMONIAL ADVERTISEMENTS

Guidelines

- a. Testimonials from individuals (except famous celebrities) featured in an advertisement must be verified with a signed letter from the individual with his/her NRIC number indicated in the letter.
- b. All testimonial advertisements should include a qualifier "Your results may vary". This and other relevant qualifiers should be prominently displayed horizontally within the picture of the testimonials. Font size between 10 and 12 point.
- c. Except as provided Clause 3.5 of the SCAP, no advertisement shall use any testimonial to support a claim (whether generally or by any individual) that would be prohibited or unacceptable under any provision or Appendix of this Code. ASAS may, on a case-by-case basis, permit such testimonials to be used, if ASAS is satisfied, in its sole discretion, that such use would not be unfair or misleading. As a condition to permitting such testimonials to be used, ASAS may also require revisions to the advertisement to include such disclaimers and qualifications as ASAS deems fit.
- d. References to doctors, dentists, nurses and the like contained in any advertisement should refer only to those registered in Singapore unless it is made clear that the person referred to is not registered, and are acceptable only when the relevant Professional Body confirms in writing that such reference does not contravene its ethical code.

Reference

SCAP
Section iii (3.5)

Section IV
(Appendix F 4.6)