

30. SPECIFIC GUIDELINES FOR CLASSIFIED ADVERTISEMENTS (continued)

Guidelines

Reference

(F) Internet Website, Portal or Email Address

- a. All internet websites or portal are under 'Internet Websites' Classification
- b. All advertisements with internet website address, portal or email address must not have text indicating any of the following:
 - i. Free Classified
 - ii. Listings
 - iii. Best/Largest/Most/Comprehensive/Updated - no superlatives

(G) Loans

- a. Advertisements seeking loan or financial assistance are not acceptable.
- b. Such ads are only acceptable from established finance companies/institutions such as banks.
- c. The word 'loan' in certain classification is acceptable if it is part of the value-added service as in a business package.
E.g.:
 - "Honda Civic loan arrangeable"
 - "Reliable Home renovation loan available"

(H) Marriage Bureaus/ Match-Making

Companies who want to place the above advertisements must meet the terms and conditions as stated:

- a. Advertiser must be a registered ROC company.
- b. Can advertise in all SPH newspapers except Thumbs Up and Friday Weekly.
- c. The company name must appear in the advertisement copy.

(I) Plumbing

- a. Advertiser must have a valid plumbing licence from Energy Market Authority (previously known as PUB). The advertiser has the option to insert the licence number in the advertisement copy.

*Water Service
Plumbing,
Ms Yati
(6731-3357) or
Mr Rajendram
(6731-3859)*