

I N T R O D U C T I O N

Copy Vetting is a value-added service we extend to advertising agencies and advertisers. The objective is to ensure compliance with the generic rules and regulations stipulated by:

- The various regulatory bodies
- Advertising Standards Authority of Singapore through the Singapore Code of Advertising Practice (SCAP)
- Singapore Press Holdings company policies.

This practice ensures greater consumer confidence in the integrity of the advertiser, the advertising agency and the media owner.

All claims are accepted in good faith that they can be substantiated should there be challenges after publication. Nonetheless, it is still the onus of the advertisers/agencies to ensure that their advertising campaigns comply with respective regulatory guidelines.