

# 1. ADVERTORIALS (Editorial Style Advertisements)

## Guidelines

## Reference

Under the Singapore Code of Advertising Practice (SCAP) guidelines, advertisers should ensure that anyone who looks at the advertisement is able to easily distinguish that it is an advertisement and not editorial matter.

*SCAP  
Appendix A*

In general, editorial style advertisements should adhere to the following guidelines:

- a. The header "Advertisement", "Advertising Feature", "Advertorial", "Presented by X" or "Brought to you by X", must be placed at the top (center) of the ad. This text should be minimum 12 points in size.
- b. Font types used in the advertisements **should not be similar** to that used in the publication that the advertisement would be placed in. Please avoid using the following font types used in SPH's various publications:

### Publication

The Straits Times  
 The Sunday Times  
 The Business Times  
 The New Paper  
 Berita Harian  
 Shin Min Daily/Lianhe Wanbao/ Lianhe Zaobao

### Font Type to avoid

- ▶ QuioscoOneLS, Rocky-HC
- ▶ QuioscoOneLS, Stone Family
- ▶ Centennial Family, Fieldsans Display
- ▶ Gotham ultra, Greta medium, Publico
- ▶ Rotation R
- ▶ 中等线

Please note: Sans Serif font types (without tails) must be used.

- c. Put a border around the entire advertisement

# 2. APOLOGY ADVERTISEMENTS

## Guidelines

## Reference

- a. Both parties involved in apology advertisements should sign indemnity forms and submit the forms to the Copy Vetting Team before the advertisement is published.
- b. Both parties in apology advertisements must agree to the contents of the advertisement.
- c. Apology advertisements are considered Notices and will be charged at Out of Notices Section rate.