

## P R E F A C E

This booklet is intended as a guide on how advertisements are passed or vetted for publication in Singapore Press Holdings newspapers.

The guidelines are categorised according to type of product or service to be advertised, and are listed in alphabetical order for easy reference.

The content of this booklet is by no means exhaustive and it may be reviewed or updated from time to time.

For more details on the advertising practice, please refer to the Singapore Code of Advertising Practice, 2nd edition.