

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

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

- The various government 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 or publisher.

Advertisements are also vetted to ensure that the appropriate advertising rates have been applied. There are 3 categories of advertising rates, namely, for Display, Notices and Recruit.