

29. SPECIFIC GUIDELINES FOR CLASSIFIED ADVERTISEMENTS (continued)

Guidelines	Reference
<p>(F) Internet Website, Portal or Email Address</p> <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> i. Free Classified ii. Listings iii. Best/Largest/Most/Comprehensive/Updated - no superlatives <p>(G) Loans</p> <ol style="list-style-type: none"> a. Advertisements seeking loan or financial assistance are not acceptable. b. Advertisements offering loans must not just indicate text like "private loan", "personal loan" or "cash" as these types of loans can be viewed as illegal money lending. c. Loan available advertisements are only acceptable from licensed established finance companies / institutions or banks or person authorized by such companies. Advertisement should mention clearly, for example, <ul style="list-style-type: none"> • "We can assist you to apply loan from bank, short or long term payment period" • "We can provide renovation loan through financial institution" d. Unacceptable text: <ul style="list-style-type: none"> • "We provide personal loan" e. Advertisers submitting loan advertisements must provide a copy of their Moneylender's Licence issued by the Registrar of Moneylenders. f. The name of the moneylending business/company needs to be published in the advertisement. g. The word 'loan' in certain classification is acceptable if it is part of the value-added service as in a business package. E.g.: <ul style="list-style-type: none"> • "Honda Civic loan arrangeable" • "Reliable Home renovation loan available" <p>(H) Marriage Bureaus/ Match-Making</p> <p>Companies who want to place the above advertisements must meet the terms and conditions as stated:</p> <ol style="list-style-type: none"> 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. <p>(I) Plumbing</p> <ol style="list-style-type: none"> 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. 	<p style="text-align: right;"><i>Water Service Plumbing, Ms Yati (6731-3357) or Mr Rajendram (6731-3859)</i></p>