

29. SPECIFIC GUIDELINES FOR CLASSIFIED ADVERTISEMENTS (continued)

Guidelines

Reference

(J) Property

- a. Property advertisement should not carry text with recruitment of agents, employment, seminars or workshops implications. E.g. For property image advertisements, the advertisements should not have text suggesting any recruitment elements, such as "for the best mentor look for me", "be like me and succeed", " join me ..", "come to our career talk on, .", "double your income"...
- b. Property advertisements indicated in (a) placed in 'Property' Classification will be considered as Out Of Classification. Alternatively, such advertisement can be placed under 'Business Opportunities' Classification.
- c. Any property website portals will be classified as Out of Classification.

(K) Vehicle

- a. Vehicle advertisements with more than one brand/make must be placed under Class 349 (Other Makes For Sale).
For example, an advertisement placed under class 344 (Toyota for Sale) must not contain Honda or any other makes/brands (graphics, photos and text included).
Note: The "more than 50% of the same make" in that classification is no longer applicable.

(L) Classified Jobs And Executive Appointment

- a. Employment advertisements should have job requisites or job description for each job position listed except for career and recruitment branding advertisements. This will enable readers to see whether they would fit the position advertised. E.g.:
 - Acceptable:
Accountant - \$4,000
5 year accounting experience
Work in MNC
A chartered accountant
 - Unacceptable:
Accountant - \$2,000
Engineer -\$3,000
Marketing Manager - \$4,000
- b. For recruitment portal advertisement, copy subject to approval. Minimum size requirement and additional premium may apply.
- c. Employment advertisements must comply with the guidelines set by Ministry Of Manpower.

*Ministry Of
Manpower
OneCall Centre:
6438 5122*