

30. ADVERTISEMENT CATEGORISATION

Guidelines

Reference

All advertisements are categorised into four main categories and charged the applicable advertisement rates.

1) Display

Generally, these are advertisements placed by organisations to market/sell their products and services.

All display advertisements appear in run of page of the newspapers and they are charged at display rate.

2) Notices

Notices are display styled advertisements to notify and forewarn the public at large about changes or implementations in regulations, policies, schemes, rates, financial results, procurement and constitution of government, organisations and individuals. Such advertisements placed in Notices Section are categorised as notices and the notices rates apply. When placed out of the Notices Section, the out-of-notices rates apply.

3) Recruitment

Recruitment advertisements comprise of Executive Appointments and Classified Jobs. Executive Appointments generally refer to the aggregation of display job advertisements for the purpose of recruitment and retention of talent. Tactical executive appointment advertisements are targeted mainly at professionals and executives actively seeking job opportunities.

In addition, Executive Appointments include advertising employer/career branding efforts, scholarships, career fairs and seminars.

Classified Jobs refer to mostly skill specific positions and are categorised according to job types. These comprise of a mix of Run-on, Semi-display and Display styled advertisements.

Executive Appointments are charged at recruit rates and the out-of-recruit rates apply when they are placed out of the Recruit or Classified Sections.

4) Classified

Classified advertisements are generally advertisements that appear in the newspapers under a certain classification heading. There are 3 types of Classified advertisements- run-on, semi-display and display advertisements. Classified display advertisements appear in various sizes grouped under different categories such as personal, business, vehicles, properties, travel and announcements. Run-ons and semi-display advertisements are system-set text advertisements placed within a single column width under a classification.