

30. ADVERTISEMENT CATEGORISATION (continued)

Guidelines

Reference

E Tenders/Auctions/Forced Sale

- 1 Sheriff's and Bailiff's sales
- 2 Sale by receivership
- 3 Mortgagee sale
- 4 Tenders and bids
 - include pre-qualification notices
 - results of successful tenders/bids
- 5 Sale of products (e.g. property, machinery, etc) by auction

F Government Announcements

- include announcements from ministries, government departments, statutory boards, high commissions, embassies (both local and foreign)

1 Change of identity

Examples of these are :

- formation of a new body
- restructuring
- name/logo change
- change of address

2 Government Schemes

Examples of these schemes are :

- Housing scheme (HDB)
- Neu PC Programme (IDA)
- Public transportation scheme
- COE allocation and bidding
- LTA farecard changes
- ERP pricing and timing

3 Compliance

All government announcements that require compliance will be charged Notice rate.

Examples are :

- IRAS e-filing scheme
- Rear seat belt campaign
- IDA 6-digit phone number
- BCA air-con bracket ruling

4 Other Government Announcements

Examples are :

- Notices on exhumation of graves by URA
- Issuance of Government bonds/notes/treasury bills