

Play your eleme



Game guidelines

The following guidelines are intended to ensure that TV, radio and print advertising is effective and that the advertising industry is seen to be a responsible and ethical one. These guidelines are intended to be used by all advertising agencies and advertisers. They are intended to be used as a guide and not as a strict code of practice.

1. Advertisements should not be placed in a position where they are likely to be seen by children.
2. Advertisements should not be placed in a position where they are likely to be seen by the public in a way that is likely to cause offence.
3. Advertisements should not be placed in a position where they are likely to be seen by the public in a way that is likely to be misleading.
4. Television advertising should not:
 - be placed in a position where it is likely to be seen by children.
 - be placed in a position where it is likely to be seen by the public in a way that is likely to cause offence.
5. Spots should not exceed 60 seconds in length (except for news items). Political advertising should not exceed 30 seconds in length.
6. Direct advertising should not be placed in a position where it is likely to be seen by children.
7. Unethical advertising should not be placed in a position where it is likely to be seen by the public in a way that is likely to cause offence.
8. E-mail advertising should not be sent to a person who has not given their consent (except for direct marketing). Where consent is given, it should be clear that the person is giving their consent to receive advertising. The RSC should be consulted if there is any doubt about whether consent has been given. The following guidelines should be followed:
 - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/
 - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/
 - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/
9. The following guidelines should be followed:
 - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/
 - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/ - ://www.rsc.gov.uk/
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