



Advertising & Sponsorship Policy

January 2010

The Advertising and Sponsorship Guidelines apply to all BBC Worldwide and BBC World News services and publications, together with those of our subsidiary and joint-venture companies. They supersede all previous advertising and sponsorship guidelines.

This leaflet provides a summary of the key points. You should refer to the full document for further information. You can find it at www.bbcworldwide.com/advertising.aspx. Reference to the relevant sections of the guidelines is provided throughout this leaflet.

If you are unsure if we can accept an advertisement, refer to your Advertising Standards Guardian (or ASG).

On certain issues there is a mandatory referral to your ASG. These are indicated by this icon:








Principles

Our Advertising and Sponsorship policy is based on six principles:

Legal, Decent, Honest and Truthful See 2.1	Advertising must comply with the relevant local laws and regulations.
The reputation of the BBC See 2.2	Advertising must not jeopardise the good reputation of the BBC.
Editorial Independence See 2.3	The BBC must retain editorial control and responsibility for all editorial content.
Separation See 2.4	Advertising must be clearly distinct from editorial content.
Transparency See 2.5	The nature of the commercial relationship must be transparent and clear to consumers.
The BBC Brand See 2.6	BBC names, logos, titles, channel names, programme titles, formats or characters must not be used in advertising.

Five Prohibited Categories of Advertising











We do not accept advertising for:

 Political and Controversial issues See 3.1	<ul style="list-style-type: none"> Advertising of a political nature is not allowed. Advertising which advocates or promotes a particular view in relation to a controversial issue is also not allowed.
 Pornography and Sexual Services See 3.2	<ul style="list-style-type: none"> Advertising for pornography, sex chat lines, sexually explicit publications and websites, sex toys and sexual services is not allowed.
 Religion & the Occult See 3.3	<ul style="list-style-type: none"> Advertising by religious organisations and bodies or the occult is not allowed.
 Tobacco Products See 3.4	<ul style="list-style-type: none"> Advertising for tobacco products, tobacco manufacturers and any smoking accessories (including rolling papers and lighters) is not allowed.
 Weapons See 3.5	<ul style="list-style-type: none"> Advertising for weapons, replica weapons, weapons manufacturers, arms fairs and gun clubs is not allowed.

Additional prohibitions apply to advertising around children's content. See back page.

Specific Rules



For some advertising there are specific rules or referral processes:

 Alcohol See 4.2	<ul style="list-style-type: none"> Must comply with local advertising regulations. Advertising should be appropriate for the service or publication – the scheduling or positioning of the advertising may also be significant. Think about: <ul style="list-style-type: none"> likely target audience sensitivities of countries where ad will appear
 Betting, gaming, gambling and lotteries See 4.3	
 Financial products and services See 4.9	
 Medicines and medical or personal advice See 4.16	
 Contraceptives See 4.5	<ul style="list-style-type: none"> Advertising should be appropriate for the service or publication. Think about: <ul style="list-style-type: none"> likely target audience sensitivities of countries where ad will appear Pay particular attention around content likely to appeal to children.
 Feminine hygiene products See 4.8	
 Dating Services See 4.7	
 Governments and Government agencies See 4.12	<ul style="list-style-type: none"> Advertising must not include any political or lobbying messages. Think about: <ul style="list-style-type: none"> the BBC's reputation for impartiality whether there is a controversial message Refer to ASG as early as possible – the copy will need careful vetting.
 Charities and NGOs See 4.4	
 Lobby groups See 4.14	






Additional restriction apply to advertising around children's content. See back page.

Children's content





In addition to the general prohibitions, in and around children's content, we do not accept advertising for:





	Alcohol
	Betting, gaming, gambling and lotteries
	Cosmetic surgery
	Dating services
	Dietary supplements

See 3.6

	Fireworks
	Toy guns
	Over the counter or prescription medicines
	Products or services which it would be unsafe for an unsupervised child to use
	Products or services, aimed at children, which they cannot legally purchase or consume

In addition to the general referrals, in and around children's content, advertising featuring the following must be referred to your ASG:

	Adhesives and aerosols See 4.1	REFER TO ASG
	Food and drink See 4.11	REFER TO ASG
	Health and beauty products See 4.13	REFER TO ASG
	Matches and fire lighters See 4.15	REFER TO ASG

	Premium rate telephone and text services See 4.21	REFER TO ASG
	Toiletries and cosmetics See 4.23	REFER TO ASG
	Toy weapons See 4.24	REFER TO ASG
	Vitamins See 4.25	REFER TO ASG

Contacts

Advertising Standards Guardian (ASG):

N:
T:
E:

Editorial Director:

N:
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BBC Worldwide Commercial Policy

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Advertisement Features



Advertisement Features for the following organisations are rarely acceptable:

- Governments and Government Agencies (except Trade and Tourism Boards) See 4.12.

Regular contributors and staff should not be given a by-line for any advertisement feature they write, nor should they be featured by name or photograph.

Advertisement Features must not include any BBC names, logos, titles, channel names, programme titles, formats or characters.

See 5.1.4.

Magazine Advertising that features BBC Talent



It may not be appropriate for BBC talent, such as television and radio presenters, to appear in certain types of advertising or advertisement features.

See 5.4.1

Takeovers and Solus Advertising



Website page and section takeovers and roadblocks should not be for more than 21 days.

Solus Advertising is not allowed in regular publications, but is allowed for one-shot magazines, supplements and inserts. Solus Advertisers should vary over time.

See 5.3.2 and 5.4.3.

Sponsorship



The following sponsors are rarely acceptable:

- Charities and NGOs. See 4.4.
- Governments and Government Agencies (except Trade and Tourism Boards) See 4.12.
- Lobby Groups. See 4.14.
- The National Lottery (in the UK). See 4.3.1.
- Organisations offering advice on personal or consumer problems. See 4.16.

There is particular sensitivity about sponsorship in the UK around public service programme brands.

Organisations that cannot advertise also cannot sponsor content.

See 6.

BBC News content

Strict rules apply for sponsorship of BBC News content. Core news and current affairs cannot be sponsored. The decision to sponsor other BBC news content must be referred to the Editorial Director of BBC World News.

See 6.2.1.1 and 6.2.1.2

Consumer and lifestyle content

Consumer and lifestyle content which includes review of products or services may not be sponsored by an organisation whose products or services are likely to be reviewed

See 6.1.1 and 6.2.1.6