

GUYANA STANDARD

**Requirements for advertising
Part 3: advertising of cigarettes**



Guyana National Bureau of Standards

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Requirements for advertising

Part 3: Advertising of cigarettes

Prepared by
GUYANA NATIONAL BUREAU OF STANDARDS

Approved by
NATIONAL STANDARDS COUNCIL

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Foreword

This Guyana Standard was adopted by the Guyana National Bureau of Standards, after the draft was finalised and approved by the Technical Committee - Consumer Products.

In the formulation of this standard, material was reproduced from the Trinidad Standard TTS 21 20 500-3 : 1984 - Requirements for advertising of tobacco products.

This standard was prepared to reflect changing attitudes towards smoking and to provide a basis for self regulation of cigarette advertisements by the advertising industry.

There is no intent in this standard to hamper advertisers in competing for the attention of adult users of tobacco.

Advertisements may continue:-

- (a) to indicate so far as is truthful that cigarettes are enjoyed by people of many kinds;
- (b) to seek to persuade existing users of cigarettes and tobacco to change their brand or not to do so;
- (c) in pursuit of these objectives to employ all such techniques of artistic presentation as are used by advertisers of other types of product or service.

This standard is intended to be used by advertisers, advertising agencies, manufacturers of cigarettes and consumers.

Requirements for advertising

Part 3: Advertising of cigarettes

1 Scope

This standard prescribes the wording of a warning notice and its presentation to the consumers in advertisements for cigarettes on television, radio, press, posters and other media of communication.

It also covers the requirements for the advertising of other tobacco products.

Certain types of promotional materials and advertisements are excluded (See 3.7).

2 Definitions

For the purpose of this standard the following definitions apply:-

- 2.1 **adult:** A person over eighteen years of age.
- 2.2 **advertisements:** Any representation for the purpose of promoting the sale, disposal or use of any goods, services, process or practice.
- 2.3 **advertiser:** A person who commissions, buys or pays for an advertisement to be published.
- 2.4 **advertising agency:** A business preparing advertisements as professional service.
- 2.5 **cigarettes:** Cut tobacco in paper tubes, rolled by machine or by hand with or without other ingredients or additives, tips, or filters, and includes the components, ingredients and tobacco sold for rolling by hand.
- 2.6 **educational programme:** Formal courses of study, instruction or training.

- 2.7 **nicotine average:** The nicotine average assigned to a brand of cigarette in accordance with **Appendix D**.
- 2.8 **posters:** Bills or placards intended to be posted in a public place.
- 2.9 **promotional content:** The type of information which is intended for the active promotion of sale of merchandise through advertising or other publicity.
- 2.10 **publications:** Printed material for communicating with /and for distribution to the general public.
- 2.11 **tar group:** The tar group assigned to a brand of cigarettes in accordance with **Appendix D**.
- 2.12 **tobacco products:** Loose tobacco, chewing tobacco, cigars, snuff and products not intended to be used for smoking, but exclude cigarettes as defined in **2.5**.
- 2.13 **trade literature:** Printed material intended for, and limited in distribution to persons in business, trade, industry, science, or the professions, and not intended for the general public.
- 2.14 **warning area:** The area in a printed, painted, or visual advertisement in which the warning notice is to be placed.

3 Requirements

3.1 General requirements

Advertisements for cigarettes and for tobacco products shall comply with **GYS 65-1 : 1995 Requirements for advertising - General. Guyana Standard** and the requirements of this Standard.

- 3.1.1 Advertisements for cigarettes shall incorporate a warning notice in the following words:-

**“Warning: The Minister of Health advises that
Smoking can be Dangerous to Health”**

- 3.1.2 The warning notice shall be placed in the warning area prescribed for the appropriate advertising medium.

3.1.3 The warning area shall be framed or separated to avoid confusion with the rest of the advertisement.

3.1.4 Statements on the tar group or nicotine average applicable to the brand of cigarettes advertised may be included in the warning area.

3.2 Television and cinema advertisements

There shall be a definite distinction between the programme and the advertisement. The advertisement shall be clearly distinguishable as such, and recognisably separate from the programme.

3.2.1 Advertisements for cigarettes or tobacco products may be included in cinema shows of films rated or certified for exhibition only to adults.

3.2.2 No advertisement for cigarettes or tobacco products shall be included in cinema shows of films rated or certified for exhibition to general audiences, or to audiences including children or young persons under eighteen years of age.

3.2.3 Television advertising time for cigarettes shall not exceed six minutes per hour, averaged over the day's programme, with a maximum of seven minutes in any single period of sixty minutes.

3.2.4 There shall be no advertising of cigarettes or tobacco products in programme breaks during the following:-

- (a) children's programmes and programmes for schools;
- (b) religious services and devotional programmes;
- (c) educational programmes;
- (d) current affairs and documentary programmes which are shown during hours designated for children's programming; or
- (e) parliamentary broadcasts or any formal government broadcasts.

- 3.2.5 The warning notice specified in 3.1.1 shall be clearly legible and displayed continuously for a period of at least four seconds at the end of an advertisement for cigarettes on television or in cinema shows.
- 3.2.6 The final two seconds of the presentation of the warning notice and the advertisement shall be static (that is, no movements shall be shown) and no additional pictorial or written matter shall be presented in that time.
- 3.2.7 The warning area shall occupy at least twenty percent of the area of the television or cinema screen and shall be placed in the part of the lowest third of the screen (see **Appendix A**).
- 3.2.8 It is recommended that the warning notice be presented in one of the type-faces Melior Bold Condensed upper case and lower case, Gill Bold upper case and lower case, or any similar type face of comparable clarity (see **Appendix A**).
- 3.2.9 Statements on tar group or nicotine average, if included in the advertisement, shall be in the same type-face and size of letters as the warning notice, and shall be placed below the warning notice in the warning area (see **Appendix A**).

3.3 **Radio advertisements**

There shall be a definite distinction between the programme and the advertisement.

- 3.3.1 Radio advertising time for cigarettes shall not exceed nine minutes in any period of sixty minutes.
- 3.3.2 There shall be no advertising of cigarettes or tobacco products in programme breaks during the following:-
 - (a) children's programme and programmes for schools;
 - (b) religious services and devotional programmes;
 - (c) educational programmes;
 - (d) current affairs and documentary programmes which are shown during hours designated for children's programming; or

- (e) parliamentary broadcasts or any formal government broadcasts.

3.3.3 It is recommended that when a radio advertisement for cigarettes includes the warning notice:

- (a) it shall be clearly audible without interference by the sounds of the advertisement;
- (b) it shall be read over a period of at least four seconds irrespective of the length of the commercial; and
- (c) no further copy items shall be added to the commercial once the warning notice has been voiced.

3.4 Press advertisements

All advertisements for cigarettes in newspapers, magazines, supplements, journals and periodicals printed or issued by publishers in Guyana shall incorporate the warning notice specified in **3.1.1**.

3.4.1 The warning area shall occupy not less than six percent of the area of the advertisement and shall be placed across the whole width of the base of the advertisement, clearly separated from the remainder of the advertisement by a dividing line or boundary.

3.4.2 The warning notice shall be centred in the warning area, and shall be clearly legible and printed in a colour contrasting with the background.

3.4.3 It is recommended that the warning notice be printed in the type-face **Times New Roman** upper case and lower case or a similar type-face and comparable clarity. (**See Appendix B**)

3.4.4 The height of the letters in the warning notice shall be related to the size of the advertisement. The height of letters in relation to the sizes of advertisements set out in **Appendix B** may be used as guidelines.

3.4.5 Statements on tar group or nicotine average, if included in the warning area, should be in the same type-face and size of letters as the warning notice.

3.5 Posters, indoor and outdoor advertisements

All posters and indoor and outdoor advertisements for cigarettes shall incorporate the warning notice specified in **3.1.1**.

- 3.5.1** The warning notice shall occupy not less than six percent of the area of the advertisement and shall be placed across the whole width of the base of the advertisement, clearly separated from the remainder of the advertisement by a dividing line or boundary.
- 3.5.2** The warning notice shall be centred in the warning area, and shall be clearly legible and printed in a colour contrasting with the background.
- 3.5.3** It is recommended that the warning notice be printed or presented in one of the type-faces **Melior Bold Condensed Capitals, Melior Bold Condensed** upper case and lower case, Gill Bold upper case and lower case, or a similar type-face of comparable clarity (See **Appendices B and C**).
- 3.5.4** The height of the letters in the warning notice shall be related to the size of the advertisement. The heights of capital letters and the sizes of advertisements set out in **Appendices B and C** may be used as guidelines.
- 3.5.5** Statements on tar group or nicotine average, if included in the warning area, should be in the same type-face and size of letters as the warning notice.

3.6 Promotional material for cigarettes and tobacco products

The warning notice specified in **3.1.1** shall be included in a prominent position in all leaflets, brochures, consumer catalogues and circular letters issued with a promotional content. It may be emitted from trade literature and business correspondence.

- 3.6.1** All promotional material and offers shall be directed to adults only and shall be consistent with **GYS 65-1 : 1997 - Requirements for advertising - General**.
- 3.6.2** Advertisements for free samples of cigarettes shall appear only in the trade press.
- 3.6.3** Packets of cigarettes shall not contain coupons or trading stamps.

3.7 Exceptions

Advertisements that refer only to a company, as distinct from its brands of cigarettes, shall not be required to incorporate the warning notice.

- 3.7.1 A display of a company's name or a cigarette brand name in isolation, and without promotional intent, shall not be required to incorporate the warning notice.

4 Compliance and regulatory action

- 4.1 Compliance with the requirements of this standard shall be the responsibility of one or more of the following:-

- (a) the advertiser;
- (b) the advertising agent who creates the advertisement;
- (c) the agent who places the advertisement in the medium used;
- (d) the publisher;
- (e) the owner, manager or person in charge of the medium used;
- (f) the contractor who publishes or distributes the advertisement; and
- (g) the cinema owner who shows film advertisements; unless anyone of these persons can show that non-compliance did not result from any of his actions.

- 4.2 Advertisers, advertising agencies and media carrying advertisements may set up self-disciplinary bodies which may be recognised by the Guyana National Bureau of Standards as competent to regulate advertisements at the professional level. Such bodies should work with this standard and may introduce other provisions not inconsistent with this standard.

4.3 Substantiation of claims

Advertisers should be prepared to produce for the Bureau, or any self-disciplinary body, evidence to substantiate any claim, statement, representation, or common interpretation thereof, that appears to be in breach of this standard.

5 Conflict

- 5.1** Where any requirement of this standard appears to be in conflict with a provision of any Guyana Standard relating to any other goods, service, process or practice, the latter standard shall prevail.
- 5.2** Where any law in Guyana makes a provision for the control of advertisements which differs from this Standard the provisions of the law shall prevail.

6 Opinions and guidelines

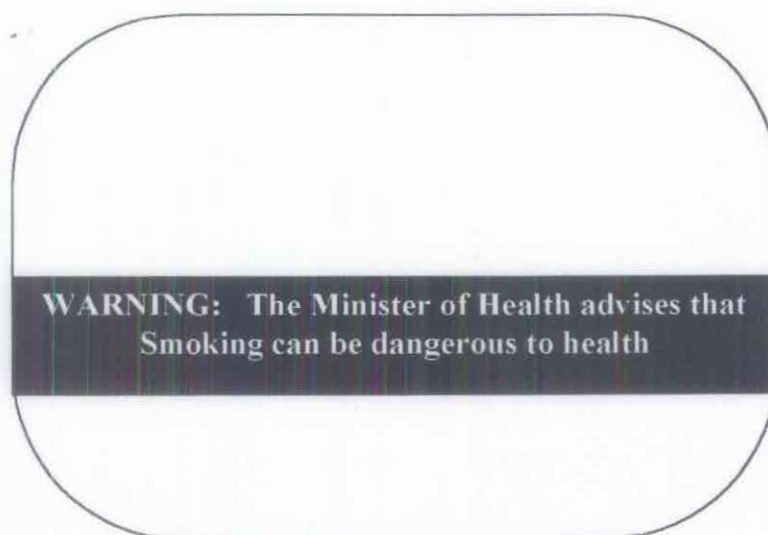
- 6.1** The Guyana National Bureau of Standards may give opinions as to whether any advertisement complies with the requirements of this standard.
- 6.2** The Guyana National Bureau of Standards may issue guidelines to the advertisers, agencies and media on the form, manner, and content of advertisements, intended to assist in obtaining conformity to this standard.

Appendix A

Layout of lettering for television and cinema advertisements

(Subclause 3.2.7, 3.2.8 and 3.2.9)

A.1.0 Position of warning area and television or cinema screen



A.2.0 Examples of text and lettering of warning notice.

WARNING: The Minister of Health advises that SMOKING CAN BE DANGEROUS TO HEALTH
LOW TO MIDDLE TAR

WARNING The Minister of Health advises that SMOKING CAN BE DANGEROUS TO HEALTH
LOW TO MIDDLE TAR

Appendix B

Style and sizes of lettering for warning notes in press advertisement

(Sub-clauses 3.4.3, 3.4.4, 3.5.3 and 3.4)

- B-1.0** The warning notice should be presented in the type-face Times New Roman upper case and lower case, or a similar type-face of comparable clarity.
- B-2.0** The size of the lettering shall be comparable with the following examples:-

Size of advertising -----	Size of lettering of warning notice -----
Whole page, broadsheet newspaper of not less than 500 x 800 mm	24 pt
Whole page, broadsheet newspaper of not less than 500 x 800 mm	24 pt
Whole page, tabloid newspaper of not less than 250 x 400 mm	20 pt
Whole page, tabloid newspaper of not less than 250 x 400 mm	20 pt
Whole page magazine of not less than 250 x 200 mm	18 pt
28 cm x 3 columns of not less than 250 x 200 mm	12 pt
20 cm x 2 columns of not less than 250 x 200 mm	11 pt

B-3.0 Examples of text and lettering for warning notices in press advertisement using Times New Roman 12 pt.

**WARNING: The Minister of Health advises that
SMOKING CAN BE DANGEROUS TO HEALTH**

**WARNING: THE MINISTER OF HEALTH ADVISES THAT
SMOKING CAN BE DANGEROUS TO HEALTH**

**WARNING:
The Minister of Health advises that
SMOKING CAN BE DANGEROUS TO HEALTH**

**WARNING:
THE MINISTER OF HEALTH ADVISES THAT
SMOKING CAN BE DANGEROUS TO HEALTH**

Appendix C

Style and sizes of lettering for posters and indoor and outdoor advertisements

(Sub-clauses 3.5.3 and 3.5.4)

- C-1.0** The warning notice should appear in the type-face Melior Bold Condensed Capital or Melior Bold Condensed upper and lower case, Gill Bold upper and lower case, or a similar type-face of comparable clarity.
- C-2.0** The size of the capitals (upper case letters) shall be comparable to the following examples:-

Type-face and size of poster or advertisement	Height of capitals in mm
<hr/>	
(h) Melior Bold Condensed Capitals	
3048 x 4064 mm (L)	64
3048 x 6096 mm (L)	48
2032 x 3048 mm	34
1016 x 1524 mm	19
(i) Melior Bold Condensed upper and lower case	
3048 x 4064 mm (L)	76
3048 x 6096 mm (L)	59
2032 x 3048 mm	44
1016 x 1524 mm	19

(j) **Gill Bold, upper and lower case**

3048 x 4064 mm (L)	76
3048 x 6096 mm (L)	59
2032 x 3048 mm	44
1016 x 1524 mm	19

C-3.0 Example of Melior Bold, Condensed upper case 19 mm

**WARNING:
THE MINISTER**

Appendix D

Statements on tar group and nicotine average

(Sub-clauses 2.17, 2.1.11, 3.1.4, 3.2.9, 3.4.5, 3.5.5)

D-1.0 Brands of cigarettes may be given a Tar Group Designation in accordance with the mg of tar per cigarette found by tests performed by the procedure used, by the appropriate United Kingdom authority.

D-2.0 The Tar Group Designation is related to the mg of tar per cigarette as follows:-

<u>mg of tar per cigarette</u>	<u>Tar group designation</u>
Less than 10.5	Low Tar
10.5 to 16.49	Middle Tar
16.5 to 22.49	Middle to High Tar
More than 28.5	High Tar

D-3.0 When more than one brand of cigarettes is included in an advertisement, and the brands have different Tar Group Designations, the designation for each brand should be clearly stated and given equal prominence.

D-4.0 Brands of cigarettes may be given a nicotine average rating in accordance with the nicotine average for the brand found by tests performed by the procedure used by the appropriate United States authorities.

D-5.0 Tests for mg of tar per cigarette and for nicotine average are to be performed by laboratories recognised by the Bureau on samples of the brands that are sold in Guyana at the cost of the advertiser.

National Standards Council

National Standards Council is the controlling body of the Guyana National Bureau of Standards (GNBS) and is responsible for the policy and general administration of the Bureau.

The Council is appointed by the Minister as indicated in the GNBS Act, 1984. Using its powers in the Standards Act, the Council establishes committees for specified purposes.

A Guyana Standard is a standard which has been approved by the Standards Council and one which reflects reasonable agreement among the views of a number of capable individuals whose collective interests provide to the greatest practicable extent a balanced representation of producers, consumers, users and others with relevant interests, as may be appropriate to the specific subject.

Preparation of Documents

The following is an outline of the procedure which must be followed in the preparation of documents:

1. The preparation of standard documents is undertaken upon the Standards Council authorisation. This may arise out of requests from national organisations, Bureau staff, or technical committees, or if none exists a new committee is formed, or the project is allotted to the Bureau's staff.
2. If necessary, when the final draft is ready, any other Minister who might be responsible for any area which the standard may affect, is approached to obtain formal concurrence.
3. The final draft document is made available for general comments. In addition, copies are forwarded to those known to be interested in the subject.
4. The Technical Committee considers all the comments received and recommends a final document to the Standards Council for approval.
5. The Standards Council approves the document and notifies the Minister for its publication.
6. The declaration of the standard is gazetted and copies placed on sale.
7. On the recommendation of the Standards Council, the Minister may declare a standard compulsory.
8. Amendments, and revisions of standards normally require the same procedure as is applied to the preparation of the original standard.

Purchase of Guyana Standards should be addressed to:

**Guyana National Bureau of Standards
Flat 15, Sophia Exhibition Complex,
Sophia, Georgetown.
GUYANA.**