

**COMPULSORY**

**TRINIDAD AND TOBAGO STANDARD**

**Requirements for  
ADVERTISING**

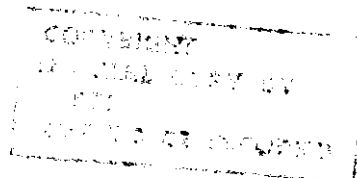
**ADVERTISING OF TOBACCO PRODUCTS**

**TTS 21 20 500 PART 3 : 1984**

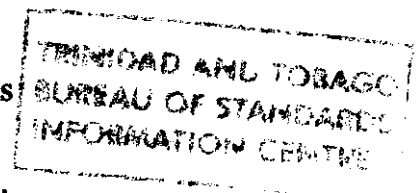
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**GENERAL STATEMENT**

"The Trinidad and Tobago Bureau of Standards is a statutory body, established under the authority of the Standards Act, No. 38 of 1972.

The main functions of the Bureau are to promote and encourage the maintenance of standards, improve the quality and performance of goods produced or used in Trinidad and Tobago, ensure industrial efficiency, assist in industrial development and promote public and industrial welfare, health and safety. The Bureau does not deal with standards for foods, drugs, cosmetics and agricultural produce as these are handled by separate governmental bodies.

Standards are formulated by consultation with interested parties, and public comment is invited on all draft specifications before they are transformed into standards by the procedure laid down in the Standards Regulations 1976.

The Bureau controls the Trinidad and Tobago Standard Mark, which may be used to distinguish goods of reliable quality made or used in Trinidad and Tobago, or goods for which an export-standard has been set. The Standard Mark is issued in accordance with the Standards Regulations 1976.

The Bureau maintains a reference library which contains standards from many overseas standards organizations; these standards may be consulted upon request. The Bureau also acts as the sales agent for publications of these organizations.

The Bureau's activities are covered by a regular Newsletter, and technical reports are issued from time to time."

**AMENDMENTS ISSUED SINCE PUBLICATION**

AMENDMENT NO.	DATE OF ISSUE	TEXT AFFECTED

**TRINIDAD AND TOBAGO STANDARD**  
**REQUIREMENTS FOR ADVERTISING: PART 3**  
**ADVERTISING OF TOBACCO PRODUCTS**

**SECTIONAL COMMITTEE ON LABELLING, ADVERTISING,  
AND CONDITION OF SALE**

Members	Representing
Mr R Mitchell (Chairman)	— in personal capacity
Mr D Allsebrook Miss J Stone (alternate)	— Advertisers Association of Trinidad and Tobago
Miss M Borde	— Chamber of Industry and Commerce
Mrs V Braithwaite Mrs M Sturge (alternate)	— Consumers Association of Trinidad and Tobago
Mr R Da Silva Mr O Francois (alternate)	— Trinidad and Tobago Manufacturers Association
Mr A Galy Mr N Elias (alternate)	— Trinidad and Tobago Businessmen's Association
Mr C Qunness Mr H Thomas (alternate)	— Chemistry/Food and Drugs Division
Mrs C Joseph Miss M Jack (alternate)	— Housewives Association of Trinidad and Tobago
Mr R Noel — Ministry of Legal Affairs Mrs M Warner (alternate)	— Ministry of Legal Affairs
Mr E Ward — Caribbean Publishers and Mr B Ferreira (alternate)	— Caribbean Publishers and Broadcasters Association
Dr M Lines (Secretary) Mr A Harnanan (alternate)	— Trinidad and Tobago Bureau of Standards

## TRINIDAD AND TOBAGO STANDARD

SPECIFICATION  
COMMITTEE ON ADVERTISING

The Specification Committee on Advertising responsible for the formulation of this Trinidad and Tobago Standard comprised the following:

Members	Representing
Mr C Belgrave (Chairman) Mr D Allsebrook	— Advertising Agencies Association — Advertisers Association of Trinidad and Tobago
Mr R Bernard	— Chamber of Industry and Commerce
Mr R Da Silva Mr D Daniel	— Advertising Standards Authority — Trinidad and Tobago Manufacturers Association
Mr D Inglefield Dr S Khadan	— Advertising Agencies Association — Trinidad and Tobago Medical Association
Mr G Lee Fook Dr M Lines	— Agostini Brothers Ltd — Trinidad and Tobago Bureau of Standards
Dr R Doug Deen Mr A Walker Mrs A Wiltshire	— Ministry of Health — West Indian Tobacco Company Ltd — Housewives Association of Trinidad and Tobago
Mrs C Rhone (Secretary)	— Trinidad and Tobago Bureau of Standards

**REQUIREMENTS FOR ADVERTISING: Part 3**  
**ADVERTISING OF TOBAGO PRODUCTS**  
**TTS 21 20 500 Part 3 : 1984**

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## 0 FOREWORD

- 0.1 These requirements were declared a Trinidad and Tobago Standard with effect from 15 June, 1984 when the draft finalised by the Sectional Committee on Labelling, Advertising, and Conditions of Sale was approved by the Standards Council.
- 0.2 This standard was prepared to reflect changing public attitudes towards smoking and to provide a basis for self-regulation of cigarette advertisements by the advertising industry. If self-regulation is not effective, the Bureau will recommend that this standard become compulsory.
- 0.3 It provides for the inclusion in advertisements of a warning notice on the hazards of using cigarettes.
- 0.4 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; and
  - (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 and which are consistent with the spirit and the letter of the Trinidad and Tobago Code of Advertising Practice.\*
- 0.5 In preparing this standard assistance was derived from the following:
- (a) The British Advertising Code of Practice 79-04 Appendix H — Advertising of Cigarettes and the Components of Manufactured Cigarettes and of Hand-Rolling Tobacco;
  - (b) U K Independent Broadcasting Authority Act, 1973 — Code of Advertising Standards and Practice;
  - (c) U K Tobacco Advisory Committee Labelling Code — Labelling of Cigarettes Packs and related Advertisements; and
  - (d) Advertising Standards Authority Trinidad and Tobago — General Guidelines for Advertising — 1979.

## 1.0 SCOPE

- 1.1 This standard prescribes the wording of a warning notice and its presentation to consumers in advertisements for cigarettes on television, radio, press, posters and other media of communication.
- 1.2 It also covers the requirements for the advertising of other tobacco products.
- 1.3 Certain types of promotional material and advertisements are excluded (See 3.7).

## 2.0 DEFINITIONS

- 2.1 For the purpose of this standard the following definitions apply:
- 2.1.1 **Advertisements** include any representation by any means whatever for the purpose of promoting the sale, disposal or use of any goods, service, process or practice, and any notice or announcement concerning events, offers of employment and offers to buy any goods, service, process or practice.
  - 2.1.2 **Advertiser** means a person who commissions, buys or pays for an advertisement to be published.
  - 2.1.3 **Advertising Agency** includes a business preparing advertisements as professional service.
  - 2.1.4 **Adult** means a person over eighteen years of age.
  - 2.1.5 **Cigarettes** mean 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.
  - 2.1.6 **Educational Programme** means formal courses of study, instruction or training.

\*Trinidad and Tobago Code of Advertising Practice, 1979 — Advertising Standards Authority

- 2.1.7 **Nicotine Average** means the nicotine average assigned to a brand of cigarettes in accordance with Appendix D.
- 2.1.8 **Posters** include bills or placards intended to be posted in a public place.
- 2.1.9 **Promotional Content** means that type of information which is intended for the active promotion of sale of merchandise through advertising or other publicity.
- 2.1.10 **Publications** mean printed communications for distribution to the general public.
- 2.1.11 **Tar Group** means the tar group assigned to a brand of cigarettes in accordance with Appendix D.
- 2.1.12 **Tobacco Products** include loose tobacco, chewing tobacco, cigars, snuff and products not intended to be used for smoking, but exclude cigarettes as defined in 2.1.5.
- 2.1.13 **Trade Literature** means 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.
- 2.1.14 **Warning Area** means the area in a printed, painted, or visual advertisement in which the warning notice is to be placed.

### 3.0 REQUIREMENTS

- 3.1 **General Requirements** — Advertisements for cigarettes and for tobacco products shall comply with the requirements of TTS 21 20 500 Part 1-1977\* 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 programmes, 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.

\*Requirements for Advertising — General

- 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 per cent of the area of the television or cinema screen and shall be placed in the upper part of the lower 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 Capitals, 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. The advertisement shall be clearly distinguishable as such and recognizably separate from the programme.
- 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 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.
- 3.3.4 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.
- \* NOTE: *While the Specification Committee felt that in principle the warning notice should be included in the advertising of cigarettes in all media, the audio warning would conflict with audio advertising appeal and would also present some practical problems. For these reasons it is not a requirement of this standard to include the warning notice in radio advertisements.*
- 3.4 **Press Advertisements** — All advertisements for cigarettes in newspapers, magazines, supplements, journals and periodicals printed or issued by publishers in Trinidad and Tobago shall incorporate the warning notice specified in 3.1.1.
- 3.4.1 The warning area shall occupy not less than six per cent 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 of 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 heights 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 per cent 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 omitted 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 the intent of this standard and of TTS 21 20 500 Part 1, and of any Trinidad and Tobago Code of Advertising Practice issued by the Advertising Standards Authority.
- 3.6.2 Advertisements for free samples of cigarettes shall appear only in the trade press.
- 3.6.4 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.
- 3.7.2 Posters, and indoor and outdoor advertisements for cigarettes shall not be required to incorporate the warning notice where either the width or the length is less than 55 mm.
- 4.0 **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 Trinidad and Tobago 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.

**5.0 SUBSTANTIATION OF CLAIMS**

- 5.1 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.

**6.0 CONFLICT**

- 6.1 Where any requirement of this standard appears to be in conflict with a provision of any Trinidad and Tobago standard relating to any other goods, service, process or practice, the latter standard shall prevail.

- 6.2 Where any law in Trinidad and Tobago makes a provision for the control of advertisements which differs from this Standard the provisions of the law shall prevail.

**7.0 OPINIONS AND GUIDELINES**

- 7.1 The Trinidad and Tobago Bureau of Standards may give opinions as to whether any advertisement complies with the requirements of this standard.

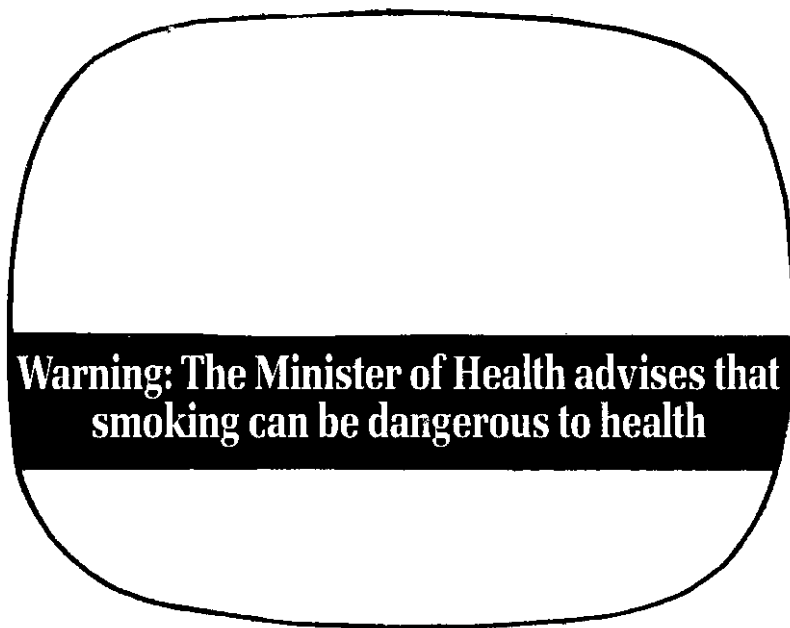
- 7.2 The Trinidad and Tobago Bureau of Standards may issue guidelines to the advertisers, agencies, and media on the form, manner, and content of advertisements, intended to assist in obtaining conformity to this standard.

APPENDIX A

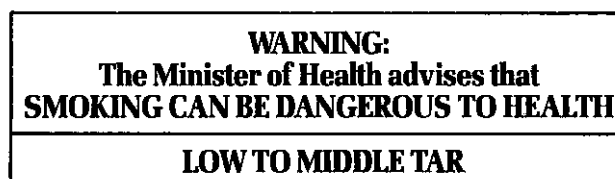
LAYOUT AND LETTERING FOR TELEVISION AND  
CINEMA ADVERTISEMENTS

*(Sub-clauses 3.2.7, 3.2.8, and 3.2.9)*

A-1.0 Position of Warning Area on Television or Cinema Screen



A-2.0 Examples of Text and Lettering of Warning Notice



## APPENDIX B

STYLE AND SIZES OF LETTERING FOR WARNING NOTICES  
IN PRESS ADVERTISEMENTS*(Sub-clauses 3.4.3, 3.4.4, 3.5.3 and 3.5.4)*

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:

<b>Size of Advertising</b> -----	<b>Size of Lettering of Warning Notice</b> -----
Whole Page, Broadsheet Newspaper of not less than 500 x 800 mm	24 pt
Half 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
Half 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/>		
(a)	<b>Melior Bold Condensed Capitals</b>	
	3048 x 4064 mm (L)	64
	3048 x 6096 mm (L)	48
	2032 x 3048 mm	34
	1016 x 1524 mm	19
(b)	<b>Melior Bold Condensed upper and lower case</b>	
	3048 x 4064 mm (L)	76
	3048 x 6096 mm (L)	59
	2032 x 3048 mm	44
	1016 x 1524 mm	19
(c)	<b>Gill Bold upper and lower case</b>	
	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 2.1.7, 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	Low to Middle Tar
16.5 to 22.49	Middle Tar
22.5 to 28.49	Middle to High Tar
More than 28.5	High Tar

D-3.0 When more than one brand of cigarette 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 Trinidad and Tobago, at the cost of the advertiser.