

Guidelines to Regulate Advertisement & Promotion of Tobacco Products

Place		Promotion	
1.	No tobacco advertisement will be presented in theaters, cinemas in which people under the age of 18 are allowed.	1.	Tobacco products will not be presented as prizes or gifts for television and radio contests.
2.	No tobacco advertisements will be placed on or inside the front and back covers of magazines.	2.	No advertisement of smoking will be allowed on any media through public display of the brand or tobacco product.
3.	Tobacco will not be advertised in or within 50 meters of registered schools, on buses, in sports centers or in comic books.	3.	No reference should be made to children in an advertisement nor should they be addressed.
4.	No tobacco advertisements will be placed in publications intended for young people.	4.	No free sample distribution at public events.
		5.	No distribution to children below 18.
		6.	No distribution and promotion of samples at educational institutions.
		7.	Sports, young artists, historical figures or members of learned profession will not be depicted using or smoking cigarettes in posters, films or on record albums.
		8.	Young people (under 40 years of age) may not be used as models in advertisements for tobacco.
Size		Time	
1.	Billboards will not be more than one square meter in size.	B	1. Advertisement of tobacco on electronic media will be allowed only between 3 AM-4 AM.
2.	The size of tobacco product advertisement board on shops by the industry will not be more than one square foot.	T	
3.	Health warning will be required on all tobacco advertisement. The size and time of the warning will not be less than 1/5th of total ad or time and it should be easily readable/ audible.	H	
4.	Tobacco advertisements in the press will not be more than one square inch.	T	

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