

# Guidelines to Regulate Advertisement & Promotion of Tobacco Products

Place	Promotion
<ol style="list-style-type: none"> <li>1. No tobacco advertisement will be presented in theaters, cinemas in which people under the age of 18 are allowed.</li> <li>2. No tobacco advertisements will be placed on or inside the front and back covers of magazines.</li> <li>3. Tobacco will not be advertised in or within 50 meters of registered schools, on buses, in sports centers or in comic books.</li> <li>4. No tobacco advertisements will be placed in publications intended for young people.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tobacco products will not be presented as prizes or gifts for television and radio contests.</li> <li>2. No advertisement of smoking will be allowed on any media through public display of the brand or tobacco product.</li> <li>3. No reference should be made to children in an advertisement nor should they be addressed.</li> <li>4. No free sample distribution at public events.</li> <li>5. No distribution to children below 18.</li> <li>6. No distribution and promotion of samples at educational institutions.</li> <li>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.</li> <li>8. Young people (under 40 years of age) may not be used as models in advertisements for tobacco.</li> </ol>

Size	Time
<ol style="list-style-type: none"> <li>1. Billboards will not be more than one square meter in size.</li> <li>2. The size of tobacco product advertisement board on shops by the industry will not be more than one square foot.</li> <li>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.</li> <li>4. Tobacco advertisements in the press will not be more than one square inch.</li> </ol>	<ol style="list-style-type: none"> <li>1. Advertisement of tobacco on electronic media will be allowed only between 3 AM-4 AM.</li> </ol>