



シンガポール日本人会
The Japanese Association,
Singapore

120 ADAM ROAD SINGAPORE 289899 TEL: 6468 0066 FAX: 6469 6958 (GENERAL OFFICE)

Webpage: <http://www.jas.org.sg>

Dear Sir/Madam

JAS HOMEPAGE HYPERLINK BANNER ADVERTISEMENT



Greetings from The Japanese Association, Singapore!

We are pleased to introduce to you our Homepage which links you to our variety of activities and useful information concerning our Association.

We now welcome both members of the Japanese Association, Singapore, as well as non-members to advertise in our homepage, to allow the world to gain access to your services and products by means of hyperlink through your company's banner placed at our website.

You may visit our Homepage by clicking on the left side of the above banner image or log in to www.jas.org.sg to view our existing hyperlink banners for your reference.

Homepage Hyperlink Banner Advertising Rates

**Note: The advertising rates quoted are without GST. We will include the prevailing tax in our invoices.

Month	1 month	3 months	6 months	12 months
For Corporate and Individual Member	S\$250	S\$675	S\$1200	S\$1000
Non-Member	S\$500	S\$1350	S\$2400	S\$2000

Payment for advertisement is required upon confirmation of booking.

Kindly be informed that the approval of the hyperlink is at the sole discretion of the Homepage Committee. Please read the terms and conditions attached for information.

*Please see information for Hyperlink booking deadline below next page.

* Please see information for Submission deadline below next page.

(Ready-to-upload rectangular banner/button image in the form of gif format (Dimension: max. 140 x 41 pixels) and your URL address for the hyperlink .)

For booking enquiries: Ms Tan May Lin (Tel: 6591 8130 or E-mail: maylin_t@jas.org.sg)

Thank you for your interest and hope to hear from you very soon.

Yours faithfully

THE JAPANESE ASSOCIATION, SINGAPORE

Ikegami

IKEGAMI SATSUKI (MS)
EDITOR

Ref : (SEPTEMBER 2015)



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Homepage 2017 activation on 1st of each month	Booking deadline 2017	Advert submission deadline
January 2017	15 December 2016	*27 December 2016
February	*16 January 2017	25 January 2017
March	15 February	*23 February
April	15 March	*27 March
May	*17 April	25 April
June	15 May	25 May
July	15 June	*27 June
August	*17 July	25 July
September	15 August	25 August
October	15 September	25 September
November	*16 October	25 October
December	15 November	*27 November

* Schedule changed due to date falls on Saturday/Sunday/PH

A. Terms and Conditions

- 1) Payment is required upon confirmation of the booking form.
- 2) Payment not received by the due date in the tax invoice will have their hyperlink banner advert removed until full payment is received. However, the expiry date of the banner contract remains unchanged.
- 3) We accept banner adverts in ready-to-upload .gif formats only. If the file received does not conform to our requirements and specifications, it will be returned to the advertiser for adjustment. However, if an advertiser commissions our in-house designer to make any changes to the file, a charge of S\$50 (subject to GST) will be imposed and a maximum of 2 amendment requests to the banner is allowed prior to upload.
- 4) We provide hyperlink banner design service with the following conditions and subject to the availability of our designer:
 - a) Cost of making a new banner: S\$200 (subject to GST, not included in yearly charge)
 - b) A maximum of 2 amendment requests are allowed to the banner prior to upload. Additional amendment requests will be charged at S\$50 per request (subject to GST).
 - c) Any amendment requests after the banner has been confirmed by the advertiser and uploaded will be charged at S\$50 per request (subject to GST) regardless of the content or nature of change.

B. The Japanese Association, Singapore, HomePage Hyperlink Banner Advertisement Audit Standard

August 1, 2014

We reserve the right to decline handling any advertisements that correspond to and infringe the items stated hereunder after considering the societal impact, among others, and by reference to the "Newspaper



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Advertisement Publication Standard” of the Newspaper Publishers in Japan, the “Standard of Handling Advertisement Inserts” of the Japan Newspaper Publishers and Editors Association and the “Singapore Code of Advertising Practise” of Advertising Standards Authority of Singapore. In addition, the use of those words includes not only the meaning of the words but also the intent of the message.

1. Ownership of Responsibility and Advertisements with Unclear Details
 - I. Those with no description of the advertiser’s name, or contact details such as the advertiser’s location, business name, telephone number, etc.
 - II. Those with no clarity on the ownership of responsibility
2. Advertisements that are False or risk being misunderstood
 - I. Those that use superlative expressions such as “Japan No. 1”, “Singapore No. 1”, “Industry No. 1” and other exaggerations or misleading representations, or definitive expressions such as “absolutely”, “surely”, etc. to guarantee the product’s performance, efficacy, efficiency, etc.
 - II. Those that contain falsehood, misrepresentations, unfair display of dual pricing, bait advertising, etc. that may inflict loss on the readers
3. Advertisements that may infringe the Laws and Regulations
 - I. In addition to Japan’s domestic laws and regulations, those that infringe the “Act against Unjustifiable Premiums and Misleading Representations” (Prohibition of Sale with Unjustifiable Premiums or Prohibition of Misleading Representations), “Unfair Competition Prevention Act” (Prohibition of Sales Advertisement of Counterfeit Consumer Goods), “Labour Standards Act”, “Employment Security Act”, “Equal Employment Opportunity Act” and “Employment Measures Act”
 - II. Those that infringe the laws and regulations of Singapore
 - III. Those that show contempt of or overlooked the severity of illegal acts
4. Advertisements with Expressions that will disrupt Public Order and Morality
 - I. Those that used inflammatory words, photos, patterns or nudity
 - II. Those that show contempt of the importance of nationalism or national unity, which includes also the relationship between races and between religions
 - III. Those that misinterpreted the national policies of Japan and Singapore, as well as the objectives of individual interests
 - IV. Those that show misunderstanding of Japan and Singapore, or the living standards of both countries
 - V. Those that show misunderstanding regarding the impact the problems of Japan and Singapore have on the citizens
 - VI. Those that cause damage to or hurt the trust of Japan and Singapore as democratic nations
 - VII. Those that allow inconsiderate actions or show contempt to established social movements.
5. Advertisements that encourage Speculation and Gambling



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- I. Those that encourage speculation or purposeless gambling as a form of pleasure
 - II. Those that are anti-societal or disrupt societal order
 - III. Those that may be considered to infringe the Singapore's Casino Control Act or other laws and regulations.
6. Advertisements that can cause Character Defamation or Invasion of Privacy, etc.
- I. Those that can defame the other person and cause damage to his/her reputation or trust, or obstruction to his/her business such as one-sided claims, opinions, intents or expressions
 - II. Those that may be considered to infringe the Singapore's Defamation Act or other laws and regulations.
7. Advertisements that may cause Conflicts
- I. Those that may cause conflicts due to political problems or problems in a conflict, social problems, labour problems, etc.
 - II. Those that encourage confrontation or use confrontational methods concerning societal differences
 - III. Those that fuel or abuse political controversies or issues, or national issues.
8. Advertisements of Election Campaigns
- I. Other than matters concerning the Public Offices Election Act, distribution of advertisements of election campaigns is prohibited in Japan. In addition, during the period before the election, the distribution of anything that indicates the names of possible candidates, or the recommendations of support groups, etc. and pre-election campaigns is prohibited.
 - II. Those that may be considered to infringe Singapore's laws and regulations.
9. Advertisements of Lawyers
- I. Business advertisements of lawyers and foreign special members that are outside the scope stipulated in accordance to the "Regulations concerning the Business Advertisements of Lawyers" and "Regulations concerning the Business Advertisements of Foreign Special Members" of the Japan Federation of Bar Associations
 - II. Those that may be considered to infringe the "Legal Profession Act", "Legal Profession (Publicity) Rules" or other laws and regulations of Singapore.
10. Medical-Related Advertisements, Advertisements of Medical Products, Advertisements of Health Products, Advertisements of Aesthetics
- I. Advertisements related to the medical, medical products, hospitals and medical industry that may be considered to infringe Japan's Pharmaceutical Affairs Act", "Medical Service Act" and "Code of Fair Practices in the Advertising of Drug and Related Product"
 - II. Those considered to infringe the commercial code
 - III. Those that display the medical efficacies and effectiveness of health foods



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- IV. Those that may be considered to infringe Japan's All Nippon Aesthetic Association's "Self-Regulated Business Activities in the Aesthetic Industry" such as facial treatment and body slimming
 - V. Those that project a wrong impression as if giving specialists' advice or support (prescription based on treatment, diagnosis, or anti-ageing, etc.)
 - VI. Those that may be considered to infringe Singapore's Medicines (Advertisement and Sale) Act, Medicines Act, laws concerning private hospitals and government restructured hospitals or other laws and regulations.
11. Property Advertisements
- I. Those that do not clearly describe the advertiser's name and location, location of the property on sale, type of land-use, whether construction is allowable, building-to-land ratio, traffic access, price, management fee, maintenance fee, conditions of sale, etc.
 - II. Misrepresentations or exaggerations in regard to the following details:
 - a) Land itself or building, or the building that is going to be built
 - b) Furniture or amenities, building or property, or its surrounding appearance
 - c) Legal ownership or its format
 - d) Easement
 - e) Development plans, building or public health requirements
 - f) Taxes, tax rates or other fees
 - g) Prices or payment conditions, additional charges (miscellaneous fees added to the price of services)
 - III. Those that may be considered to infringe Japan's "Building Lots and Buildings Transaction Business Act", "Code of Fair Competition in Property Description", etc.
12. Finance-Related Advertisements
- I. Those related to Finance and Money Lending Industry that have no descriptions nor conditions of laws and that infringe the provisions of Japan's "Money Lending Business Control Laws"
 - II. Those that may contain falsehood, fraudulence or misconceived expectations in relation to the advertisements of Mortgage Security Business, Investment Advisory Business, Financial Futures Trade, etc.
 - III. Those that may be considered to infringe Singapore's "Finance Companies Act", "Financial Advisers Act", "Moneylenders Act" or other laws and regulations.
13. Others
- I. Those deemed to be not beneficial to and can cause damage to the dignity of The Japanese Association, Singapore
 - II. Those that may be considered to infringe the copyrights, rights of publicity, trademarks, personal and corporate intellectual property rights, etc. of Japan and Singapore.



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- III. Any advertisement which appears on the website, the notice board or any other type of media which belongs to the Japanese Association, Singapore has to comply with the same standards as stated above.

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