



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

JAS HOMEPAGE HYPERLINK BANNER ADVERTISEMENT



Greetings from The Japanese Association, Singapore!

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

We welcome both members of the Japanese Association, Singapore, as well as non-members to place hyperlink banner advertisement in our homepage to allow greater access to your services and products.

You may visit our Homepage at <http://www.jas.org.sg/> to view our existing hyperlink banners for your kind reference.

Homepage Hyperlink Banner Advertising Rates

Month	1 month	3 months	6 months	12 months
For Corporate and Individual Member	S\$250 + GST	S\$600 + GST	S\$850 + GST	S\$1000 + GST
Non-Member	S\$500 + GST	S\$1200 + GST	S\$1700 + GST	S\$2000 + GST

❖ Payment for advertisement is required upon confirmation of the booking form.

Requirements	<ul style="list-style-type: none"> ready-to-upload rectangular banner/button image in gif format URL address for the hyperlink.
Dimension	max. size W215pixel x H75pixel

HomePage 2026

Hyperlink banner activation on 1st of each month ホームページ上に掲載される月	Booking deadline 予約締め切り日	Advert material submission deadline 広告のデータ提出締め切り日
January 2026	15 December 2025	19 December 2025
February	15 January 2026	22 January 2026
March	*12 February	*20 February
April	*16 March	23 March
May	15 April	23 April
June	15 May	*22 May
July	15 June	23 June
August	15 July	23 July
September	*14 August	*21 August
October	15 September	23 September
November	15 October	23 October
December 2026	*16 November	23 November
January 2027	15 December 2026	*22 December 2026

*rescheduled as date falls on Saturday/Sunday/PH

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

For booking enquiries: Ms Tan May Lin
E-mail address : maylin_t@jas.org.sg

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

Contract Terms

- 1) Payment for advertising costs is required immediately after the contract is signed.
- 2) If the full advertising payment is not made by the due date stated on the tax invoice, we will remove the advertisement, but the advertisement will remain published for the duration of the contract period.
- 3) We accept GIF format advertisements that have already been completed. However, if there are any issues, we will return the advertisement to the advertiser.

Date: January 13, 2025

We may refuse to handle advertisements that meet or conflict with the following criteria, based on the "Newspaper Advertising Standards" of Japanese domestic newspapers, the "Insert Advertising Handling Standards" of the Japan Newspaper Publishers & Editors Association, and the "Singapore Laws on Advertising Activities" as regulated by the Singapore Advertising Standards Bureau, while considering their social impact. The interpretation of these terms includes not only the literal meaning of the words but also the intent of the sentence.

1. Advertisements with unclear responsibility or content
 - I. Advertisements without the advertiser's name, and without contact information such as the advertiser's location, business name, or phone number.
 - II. Advertisements where the responsibility is unclear.
2. Advertisements that are false or may be misleading
 - 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 cause damage to or hurt the trust of Japan and Singapore as democratic nations
 - VIII. Those that allow inconsiderate actions or show contempt to established social movements.

5. Advertisements that encourage Speculation and Gambling
 - 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
 - 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 Advertisement

- 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

- a. 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"
- b. 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.
- c. Those that may be considered to infringe Singapore's "Finance Companies Act", "Financial Advisers Act", "Moneylenders Act" or other laws and regulations.

13. Others

- a. Those deemed to be not beneficial to and can cause damage to the dignity of The Japanese Association, Singapore
- b. Those that may be considered to infringe the copyrights, rights of publicity, trademarks, personal and corporate intellectual property rights, etc. of Japan and Singapore.
- c. 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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