[GB] Code of Advertising Standards and Practice

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On 13 december 1995 the Independent Television Commission has issued the latest version of its Code of Advertising Standards and Practice. The new edition contains no departures from the previous version but incorporates amendments and additions adopted during 1994 and 1995. Specifically, the new Code now includes the amendments to rule 18 permitting advertising for the National Lottery and to rules 8 and 9 of Appendix 2 (Financial Advertising), the re-drafted Appendix 3 on Medicines, Treatment-s, Health Claims, Nutrition and Dietary Supplements (adopted in February 1995) and a new Rule 19 permitting advertising of football pools (adopted in March 1995). The opportunity has also been taken to update the text by the removal of material no longer relevant and to incorporate where appropriate references to Channel 5.

The ITC Code of Advertising Standards and Practice, Autumn 1995.

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