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## ADVERTISING LAW IN VIETNAM

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Effective as of 1 May 2002, all advertising activities in Vietnam are governed by Ordinance 39-2001-PL-UBTVQH10 passed by the Standing Committee of the National Assembly on 16 November 2001 ("Ordinance on Advertising").

Detailed regulations for implementation of the Ordinance on Advertising were issued by the Government on 13 March 2003 under Decree 24-2003-ND-CP ("Advertising Decree") and became effective as of 18 April 2003. The Advertising Decree repeals Decree 194-CP of the Government dated 31 December 1994 on Advertising Activities in Vietnam and Chapter III of Decree 32-1999-ND-CP of the Government dated 5 May 1999 on Commercial Promotions and Advertisements and Commercial Fairs and Exhibitions, as well as any previous inconsistent provisions.

### Scope of Ordinance on Advertising

The Ordinance on Advertising applies to all Vietnamese and foreign organizations and individuals conducting advertising activities in Vietnam, including:

- Organizations and individuals with a requirement to advertise their business activities, goods or services, irrespective of whether the services are conducted for profit-making purposes or not ("advertisers");
- Organizations and individuals undertaking one, a number, or all of the work stages of the process of advertising activities for profit-making purposes ("advertising businesses");
- Organizations and individuals distributing advertisements to consumers, including press bodies, publishers, organizations managing computer information networks, persons organizing cultural or sporting programs and fairs or exhibitions ("advertising distributors").

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The Ordinance on Advertising governs all types of advertising media, including:

- Printed media, spoken media, visual media and electronic media;
- Computer information networks;
- Publications, films, photos, videos, picture disks, sound videos, sound disks;
- Programs of cultural and sporting events;
- Fairs and exhibitions;
- Billboards, placards, panels, banners and screens placed in public places;
- Objects illuminated or appearing in the air or underwater;
- Means of transportation and other mobile objects;
- Goods;
- Other advertising media in accordance with law.

### **Prohibited advertising activities**

The Ordinance on Advertising strictly prohibits the following:

- Advertising which discloses State secrets, or which harms national independence and sovereignty, defence and security or the safety of society;
- Advertising which is contrary to the traditions, history, culture, ethics or fine customs of the Vietnamese people;
- Using the national flag, the flag of the Party, the national emblem, the national anthem or its melody, portraits of leaders or of Vietnamese dong, images of traffic signals or traffic notices for advertising;
- Misleading advertising;
- Advertising which has an adverse effect on urban beauty, landscape and environment, and traffic order and safety;
- Taking advantage of advertising to offend the honour and reputation or infringe the lawful rights and interests of organizations and individuals;
- Advertising products or goods which are not yet permitted to be circulated or services which are not yet permitted to be provided at the time of the advertisement;
- Advertising goods and services which the law prohibits to be traded or advertised.

Under the Advertising Decree, prohibited advertising activities are specified in more detail and include:

- Advertising in the nature of discrimination against the Vietnamese people or racial discrimination, or of violation of freedom of religious belief or religion;
- Advertising which arouses violence, which is shocking or which uses unhealthy language;
- The use of images of leaders of the Party or the State of Vietnam;
- Advertising which is incorrect in terms of the quality of goods and services, or incorrect in terms of the address of the manufacturing, trading or services establishment;
- Coercive advertising in any form;
- Advertising which restricts the vision of people taking part in traffic; which adversely impacts on seriousness at working locations of State bodies; which uses sound at noise levels beyond the permissible limits under the Vietnamese standards;
- Advertising which speaks ill of, makes comparisons or causes confusion with another manufacturing, trading, goods or services establishment; which uses the name of another organization or individual without consent;
- Advertising prescription medicines, unregistered or suspended medicines, prohibited medical equipment, instruments or services.

## Restrictions on advertising

The Ordinance on Advertising imposes the following restrictions on advertising (provided for in more detail in the Advertising Decree):

- **Contents of advertisements:**

Information advertising business activities, goods and services must be true, accurate and clear, and must not cause loss and damage to producers, business persons and consumers.

- **Forms of advertisements:**

The form of an advertisement (meaning the way in which an advertisement is expressed, such as by spoken language, written language, signs, appearances, colours, lights, photographs, actions, sounds or other forms) must be clear, easily comprehensible and aesthetically pleasing.

Advertisements must be distinguishable from other non-advertising information in order not to confuse producers, business persons and consumers.

- **Preconditions for advertising:**

The following conditions must be satisfied prior to advertising:

- In the case of goods which are subject to quality inspection or certification, there must be a certificate of goods quality from the relevant State management body. In the case of goods being subject of intellectual property rights, there must be a certificate of such.
- In the case of goods subject to registration of property ownership, there must be a certificate of property ownership.
- In the case of advertisements on computer information networks, billboards, placards, panels, banners and screens placed in public places, on objects radiating or appearing in the air or underwater, on means of transportation or on other mobile objects, there must be an advertising permit issued by the competent State management body for culture and information.
- In all cases, there must be a business registration certificate.

Prior to advertising, the advertiser must present the above documents to the advertising business or advertising distributor; and the advertising business must present the above documents to the advertising distributor.

The Advertising Decree prescribes in detail the prior conditions which must be satisfied for advertisements of products to which Vietnamese, industry or other standards compulsorily apply; medical drugs, raw materials for making up medical drugs, cosmetics, vaccines, biological immunization products, medical instruments and equipment, medical services and foodstuffs; biological products servicing plant cultivation and livestock breeding, feed for livestock, veterinary drugs, plant protection agents, fertilizer, seed and seedlings.

Of interest, the Advertising Decree omits the requirement (which appeared in an earlier draft) for a certificate confirming legal import to be submitted in order to advertise foreign goods imported into Vietnam.

- **Language of advertisements:**

The spoken or written text of an advertisement must be in Vietnamese, except in the case of:

- Internationally-known words, commercial names, or words which cannot be translated into Vietnamese;
- Advertisements in printed media permitted to be published in a foreign or ethnic minority language or in radio and television programs in a foreign or ethnic minority language.

If any single advertising product contains text in both Vietnamese language and a foreign or ethnic minority language:

- In the case of spoken text, the Vietnamese language must be read first, followed by the ethnic minority language, followed by the foreign language; and
- In the case of written text, the size of the text in the foreign or ethnic minority language must be smaller than the Vietnamese text.

- **Advertisements in printed media:**

Under the Ordinance on Advertising, the following restrictions apply:

- The area covered by advertisements may not exceed 10%, except in the case of specialized advertising newspapers.
- A single advertisement may not appear for more than 5 days in the case of a daily newspaper, or in more than 5 consecutive issues in the case of a periodical. There must be at least a 5 day interval between two rounds of a single advertisement in the case of a daily newspaper, or at least an interval of 4 consecutive issues in the case of a periodical.
- Advertisements may not be printed on the front cover or on the first page of printed media. Under the Advertising Decree, this restriction extends to newspapers, periodical publications, magazines, special issues or supplements, but does not apply to specialized advertising newspapers.

Under the Advertising Decree, detailed restrictions include:

- Advertisements in newspapers must be on separate sections or separate pages, which must clearly state that the section or page is for the purpose of advertising only.
- A permit from the Ministry of Culture and Information is required for any advertising supplement in a newspaper. Advertising supplements may not exceed the number of pages of the newspaper and may not be included in the selling price.

- **Advertisements on spoken, visual or electronic media:**

Under the Ordinance on Advertising, the volume of advertisements on spoken, visual or electronic media may not exceed 5% of the duration of a program, except on specialized advertising channels.

The Advertising Decree provides in more detail that:

- Radio and television advertisements are limited to 10 minutes, otherwise they will be classified as a "specialized advertising program" subject to a permit from the Ministry of Culture and Information.
- During any feature film program on television, there may only be 2 advertising breaks, for a maximum 5 minutes each. During an entertainment game on radio or television, there may only be 4 advertising breaks, for a maximum 5 minutes each.
- In any single advertising break on radio or television, one advertisement or one advertising business may not take up more than 50% of the duration of that break.

Under the Ordinance on Advertising, a single advertisement may not be broadcast or transmitted for more than 8 days, except in special cases stipulated by the Government, and may not be broadcast or transmitted more than 10 times in one day. There must be at least a 5 day interval between two rounds of a single advertisement.

Under the Advertising Decree, the special cases in which a single advertisement may be broadcast or transmitted for more than 8 days are (i) sponsored advertising connected with an event which continuously takes place for more than 8 days or (ii) advertising of non-profit-making services aimed at implementing social policies associated with an event which continuously takes place for more than 8 days.

Under the Ordinance on Advertising and the Advertising Decree, advertisements may not be broadcast or transmitted immediately after signature tunes or icons of radio and television programs (except for

programs presenting films, or cultural, sporting or entertainment games) or on current affairs programs. Any advertisement must contain a verbal or written announcement that the information is for advertising purposes only.

- **Advertisements on computer information networks:**

The Ordinance on Advertising requires advertising on computer information networks to be conducted strictly in accordance with the law on advertising and laws on accessing, connecting to and providing advertising services on computer information networks. State secrets must be protected.

The Advertising Decree provides more detailed restrictions, including:

- Any advertising business providing advertising services on a computer information network/internet must have a permit issued by the Ministry of Culture and Information and must have a business registration certificate for the business of advertising services.
- Any advertisement which will appear on a computer information network must be forwarded to the Ministry of Culture and Information at least 10 working days in advance. If the Ministry does not respond within 5 working days, the advertisement may appear.
- Any advertisement which will appear on a screen in a public place must be forwarded to the local Department of Culture and Information at least 10 working days in advance. If the Department does not respond within 5 working days, the advertisement may appear.

- **Advertisements in publications, films, photos, videos, picture disks, sound videos, sound disks:**

The Ordinance on Advertising includes the following restrictions:

- The volume of advertisements on videos, picture disks, sound videos, sound disks and other information-recording media may not exceed 5% of the duration of a program.
- Advertisements may not appear on the front cover of books. Only advertisements which assist study may appear on the covers of exercise books. Advertisements may not appear in textbooks, teaching materials or political works.

- **Advertisements in public places:**

Under the Ordinance on Advertising, advertisements on billboards, placards, panels, banners and screens placed in public places, on objects illuminated or appearing in the air or underwater, or on means of transportation and other mobile objects must comply with the law on rural and urban planning and must ensure urban beauty, landscape and environment, traffic order and safety, and the safety of society.

The Advertising Decree provides in more detail that advertisements on billboards, placards, panels, picture screens, banners, illuminated objects, air-borne or underwater objects or other mobile objects and on other similar forms which hang or are placed or affixed or erected in outdoor areas or in public places are not permitted:

- to obscure more than 10% per cent of the area of any earlier advertisement the permit for which has not yet expired or be placed in front of or at a distance of 200 metres from or at right angles in the middle of the earlier advertisement;
- to be placed in the safety corridors of traffic, on dike embankments, or in the safety corridors of national power grids;
- to obscure warning notices, traffic signal lights or notices with instructions to the public.

Outdoor advertisements with a large area which are inconsistent with urban master planning, the safety of society, aesthetics, the landscape and the environment are restricted in urban areas.

The number and duration of the advertising permit and the name of the permit-holder must be stated on any advertising billboards, placards, panels, banners or the like. The number of the publishing permit, the name of the permit-holder, the name of the printer and the quantity printed must be stated on any advertising posters. (The duration of permits for advertisements on placards, billboards, panels and means of transportation is 3 years, but extensions are available.)

The Advertising Decree also provides for the following specific restrictions on advertisements at festivals, conferences, seminars, artistic performances, cultural exchanges and sporting and physical education events:

- such advertisements may not be hung, placed, affixed or erected equal to or higher than the logo or name of such program; and
- the size of the text of the advertisement must be smaller than the size of the letters of the name of such program.

In the case of advertisements on other advertising means, such as parasols, trolleys, packaging, awnings, ribbon flags and other objects, the Advertising Decree provides that they do not require a permit but must comply with the laws on advertising and other relevant provisions of the law.

## Advertising permits

Advertising permits are required to be issued prior to advertisements being advertised.

The Ministry of Culture and Information is responsible to issue advertising permits for advertisements on computer information networks, radio and television, and for advertising supplements and supplementary advertising issues.

Local Departments of Culture and Information are responsible to issue advertising permits for advertisements on billboards, placards, panels, banners and screens placed in public places, on objects illuminated or appearing in the air or underwater, on means of transportation or on other mobile objects.

Under the Advertising Decree, the time-limit for issuance of advertising permits is set at 10 working days from the date of receipt of a complete and proper application file. More detailed provisions on issuance of advertising permits are expected to be promulgated by the Ministry of Culture and Information.

The Advertising Decree provides that any advertising permits which were issued prior to the date of effectiveness of the Advertising Decree (18 April 2003) will remain valid provided that they (i) have not yet expired and (ii) are not inconsistent with the Ordinance on Advertising and the provisions of the Advertising Decree.

## Advertisers

The Ordinance on Advertising expressly entitles all advertisers (including foreign organizations and individuals operating in Vietnam) to advertise their business activities, goods and services as registered in their business registration certificate, either directly or by engaging an advertising business or advertising distributor to advertise for them.

Foreign organizations and individuals not operating in Vietnam but wishing to advertise their business activities, goods and services in Vietnam are required by law to hire a Vietnamese advertising business or Vietnamese advertising distributor to conduct their advertising for them.

Where advertisers engage advertising businesses to provide advertising services, an advertising contract in writing must be entered into. The minimum contents of an advertising contract are prescribed by the Ordinance on Advertising.

Advertisers are free to select the media and form of their advertisements and may register intellectual property rights with respect to their own advertising products.

Advertisers bear the primary responsibility to ensure the contents of advertisements are true and accurate.

Vietnamese advertisers are entitled to advertise their business activities, goods and services abroad in accordance with law.

## Advertising businesses

Domestic businesses must have appropriate business registration to conduct advertising activities in Vietnam. They are entitled to select the business form and sector of their advertising services, to co-operate with other organizations and individuals in advertising activities, and to participate in domestic and foreign advertising associations.

The Advertising Decree provides that any business registration certificates for advertising services which were issued prior to the date of effectiveness of the Advertising Decree (18 April 2003) will remain valid provided that they (i) have not yet expired and (ii) are not inconsistent with the Ordinance on Advertising and the provisions of the Advertising Decree.

Advertising businesses may register intellectual property rights with respect to their own advertising products.

Advertising businesses are liable to pay compensation for any loss and damage they cause.

The Ordinance on Advertising permits the establishment of **representative offices of foreign advertising businesses** in Vietnam for the purpose of promoting their advertising services, but the representative office may not directly conduct advertising business.

The Advertising Decree includes detailed provisions on application files for and issuance of licenses for representative offices, including:

- Foreign advertising businesses (organization or individual) may be licensed to establish a representative office in Vietnam if they already have business registration for advertising services or other similar lawful papers in accordance with the law of the home foreign country.
- Provincial and municipal people's committees have authority to issue, amend, supplement and revoke representative office licenses. Grounds for license revocation and termination of operation are specified.
- A foreign representative office must commence operations and provide written notice to the licensing body of its office address and the numbers of both Vietnamese and foreign employees within 45 working days from the date of licensing. Any change in name or nationality, name of the representative, number of foreign employees, office address, or contents of operation must be notified to the licensing body.
- The Government is required to issue specific regulations on foreign advertising representative offices.

For the first time, the Ordinance on Advertising provides for the establishment of **branch offices of foreign advertising businesses** in Vietnam, which are permitted to conduct advertising business. The introduction of this reform was long delayed due to the perceived need to protect local advertising businesses.

The Advertising Decree includes detailed provisions on application files for and issuance of licenses for branch offices, including:

- Branch office licenses may be issued to any foreign advertising business (organization or individual) which:
  - (i) has valid business registration for advertising services (or similar lawful papers) in accordance with the regulations of its home foreign country;
  - (ii) has operated for at least 5 years as from the date of its business registration; and
  - (iii) has had a representative office in Vietnam for at least 7 years (as from December 2001) and is not in breach of the laws of Vietnam.
 Condition (iii) will delay the licensing of foreign advertising branches until December 2008 at the earliest.
- The Ministry of Culture and Information has authority to issue, amend, supplement or revoke branch office licenses. Grounds for license revocation and termination of operation are specified.
- A branch office must commence operations and provide written notice to the licensing body of its office address and the numbers of both Vietnamese and foreign employees within 45 working days from the date of licensing. Any change in name or nationality, name of the representative, number of foreign employees, office address, or contents of operation must be notified to the licensing body.
- The Government is required to issue specific regulations on foreign advertising branch offices.

With respect to **foreign investment in the advertising sector**, the Ordinance on Advertising expressly entitles Vietnamese advertising businesses to co-operate and invest in advertising activities with foreign advertising businesses in accordance with law.

The Advertising Decree includes the following more detailed guidelines:

- Only Vietnamese organizations and individuals with a business registration certificate issued by a provincial-level Business Registration Office are permitted to co-operate with foreign advertising businesses.
- Co-operation may be in the form of a business co-operation contract or a joint venture only, in accordance with the Law on Foreign Investment in Vietnam.
- Investment licenses will be issued by the Ministry of Planning and Investment. Provincial or municipal people's committee do not have any licensing authority with respect to foreign investment in the advertising sector (consistent with the latest amendments to the foreign investment regulations).
- During the foreign investment evaluation process, the opinion of the Ministry of Culture and Information (as well as other relevant State bodies) must be obtained by the Ministry of Planning and Investment. In determining its opinion, the Ministry of Culture and Information must evaluate the following matters:
  - (i) the degree to which the project is consistent with advertising master planning;
  - (ii) the technical and technological standard of the advertising by the foreign investor;
  - (iii) the socio-economic benefits;
  - (iv) the scope and sector of advertising;
  - (v) other regulations of the law on advertising.

## Advertising distributors and persons hiring out advertising media

Advertising distributors and persons hiring our advertising media are entitled to collect fees for providing services of distributing advertisements or hiring out advertising media pursuant to contracts entered into with advertisers directly or with advertising businesses.

Advertising distributors and persons hiring our advertising media are liable to pay compensation for any loss and damage they cause.

## State administration of advertising

The Ministry of Culture and Information is responsible before the Government for State administration of advertising, but must co-ordinate with, amongst others:

- The Ministry of Trade, with respect to advertising of commercial goods and services;
- The Ministry of Health, with respect to advertising of medical drugs, raw materials for making up medical drugs, cosmetics, vaccines, biological immunizing products, medical instruments and equipment, medical services and foodstuffs;
- The Ministry of Agriculture and Rural Development, with respect to advertising of biological products servicing plant cultivation and livestock breeding, feed for livestock, veterinary drugs, plant protection agents, fertiliser, seed and seedlings;
- The Ministry of Science and Technology, with respect to intellectual property rights.

Provincial and municipal people's committees are responsible for State administration of advertising within their localities. The Departments of Culture and Information are responsible for formulating master planning of advertising activities, including the areas, streets and locations where advertising will be permitted and the scale, size and quantity of the types of advertising which will be permitted in each area, ensuring traffic safety, urban beauty, safety on fire fighting and prevention and building structure.

The State Inspectorate for Culture and Information - Specialist Advertising Branch is responsible for inspection of the advertising sector. Provincial and municipal Departments of Culture and Information are responsible to co-ordinate with local functional offices to inspect and check compliance with the law in advertising activities, to resolve complaints and denunciations, and to deal with conduct in breach of the laws on advertising within the locality.

All organizations and individuals have the right to lodge complaints with respect to advertising; and individuals have the right to denounce conduct in breach of the law on advertising. Complaints and denunciations must be resolved in accordance with the law on complaints and denunciations.

The Ordinance on Advertising provides for the commendation and reward of any organizations and individuals making notable achievements in advertising activities.

## Advertising offences

Any person in breach of the law on advertising may, depending on the nature and seriousness of the breach, be subject to administrative penalty or criminal prosecution. If such breach causes loss, the offender will be liable to pay compensation in accordance with law.

Any person who takes advantage of his or her position or power to breach the provisions on advertising permits, impedes the lawful advertising activities of any organization or individual, harasses for bribes, or otherwise breaches the provisions of the Ordinance on Advertising or other relevant provisions of the law may, depending

on the nature and seriousness of the breach, be disciplined or be subject to criminal prosecution. If such breach causes loss, the offender will be liable to pay compensation in accordance with law.

## Advertising medicines and cosmetics

Effective as of 3 July 2002, Decree 59-2002-ND-CP of the Government dated 4 June 2002 ("Decree 59") relaxed the requirement for permits to advertise medicines, to advertise cosmetics directly affecting the health of human beings, and to organize a seminar on the introduction of medicines. The permit regime (previously stipulated in Decision 322 of the Ministry of Health dated 28 February 1997) was replaced with a file registration regime.

Now, after submission of the necessary file, if the Ministry of Health (or a Department of Health authorized by the Ministry) fails to make a written request for amendments or additions within 15 working days from the date of receipt of the file, the organization or individual will be entitled to make the advertisement, or organize the seminar, with the contents as registered in the file. Where the Ministry (or Department) makes any written request for amendments or additions, the organization or individual must re-submit an amended file. If the Ministry (or Department) fails to make any written request for further amendments within 5 working days from the date of receipt of the amended file, the organization or individual will be entitled to make the advertisement, or organize the seminar, with the contents as registered in the amended file.

In order to implement the above reforms under Decree 59, the Ministry of Health issued new regulations on advertising medicines used by human beings and cosmetics directly affecting the health of human beings under Decision 2557-2002-QD-BYT dated 4 July 2002 ("Decision 2557"). Decision 2557 stipulates the prohibited contents of advertisements for medicines; prohibited medicine advertisements; necessary contents of advertisements for cosmetics; and prohibited cosmetics advertisements.

The above revised regime has been incorporated in the Advertising Decree.

## Advertising in Ho Chi Minh City

At the end of the third quarter of 2002, the first sub-regulations implementing the Ordinance on Advertising were issued, despite the fact that the Advertising Decree had not yet been issued by the Government.

The Regulations on Advertising Activities in the Ho Chi Minh City Area were issued under Decision 108-2002-QD-UB of the Ho Chi Minh City People's Committee dated 25 September 2002 ("HCMC Advertising Regulations") and became effective as of 10 October 2002.

The HCMC Advertising Regulations govern:

- Outdoor advertisements (such as panels, neon boxes, light poles, bus stations and bus stops, electricity poles, arenas, electronic screens);
- Advertisements on clothing, hats, bags, umbrellas and other goods;
- Advertisements on objects which appear in the air, on roads, underwater, or are worn by people offering and introducing products and trademarks;
- Advertisements for sponsors of cultural, artistic or sporting programs and events and for other competitions;
- Advertisements during activities at exhibitions and fairs, at sporting arenas, theatres and cinemas, dance halls, restaurants, bars and cafes;
- Advertisements in publications and cultural products, on prizes, on packaging, on banners and temple flags;
- Advertisements on music videos, picture videos, on sound disks and visual disks;
- Advertisements in printed papers, spoken media, visual media and electronic media, computer information networks, and other information media.

The HCMC Advertising Regulations repeat the prohibitions on contents of advertisements as stipulated in the Ordinance on Advertising.

Advertising may only be undertaken after issuance of a permit from the Department of Culture and Information (or the district people's committee, in some cases). Permit application procedures are prescribed. Permits will only be issued in accordance with the master planning for advertising in the Ho Chi Minh City area. Fees are payable for permits. The time-limit for processing a permit application depends on the proposed duration of the advertisement (if duration is 3 or less months, 5 day time-limit; if over 3 months, 10 day time-limit). Permits are valid for 1 year, subject to the condition that the advertisement must be conducted within 30 days of the permit date. Any permit issued prior to the date of effectiveness of the HCMC Advertising Regulations remains valid until the expiry date stipulated in that permit.

Advertising is expressly prohibited in the following positions, locations and areas in HCMC:

- Places where there are statues, places reserved for political assemblies and for other socio-economic purposes; places where State legal instruments are listed; offices of the State, of political organizations, of social organizations, and of diplomatic bodies; at museums, historical sites; at places where there are memorial statues; in communal houses, temples, pagodas, churches, oratories, military areas and cemeteries;
- Commercial advertisements placed in schools or hospitals;
- Outdoor advertisements on panels placed in front of buildings; on terraces and roofs; on the top of buildings; at markets; on architectural, historical or cultural buildings; at entrances to bridges, at traffic intersections and roundabouts, and in the city centre (due to the effect on road traffic order and safety and urban aesthetics);
- Placed in front of, behind or concealing existing advertisements; covering the facade of buildings; changing the architectural or building landscape, effecting urban aesthetics and the city's architecture;
- Hanging, erecting, spreading or pegging advertisements across traffic routes and between roundabouts, in safety corridors of traffic roads, railways, waterways and air routes; in safety areas for electricity works, for fire prevention and control, in safety corridors for dykes; covering the vision of anyone using a traffic route, or covering any traffic signal or traffic notices;
- Banners, posters, flags, umbrellas, canvasses, temple flags and models with contents which advertise, promote or introduce goods or which introduce services which are hung, affixed or placed in locations other than business locations, fairs and exhibitions, or locations where goods are introduced;
- The illustration or display of underwear, undergarments, sanitary napkins or babies' nappies in public places or on the facade of places of production and business or on other means;
- Advertisements on means of transportation and on public passenger transport vehicles.

Advertisements are subject to the following restrictions:

- Any fixed advertising means with an area over 12m<sup>2</sup> is subject to design evaluation by the competent State administrative body and issuance of a construction permit.
- Any advertisement printed on a canvass or of neon light characters affixed onto a house wall may not exceed 30% of the area of that wall.
- Any neon lighting or advertising signs attached to restaurants, cafés or business places may not exceed 1.2 x 8m.
- Only one neon light box or advertising sign may be affixed at any one place.
- Banners advertising fairs or exhibitions, cultural or artistic programs, sports or physical culture events, and advertising sponsors of social or charitable activities or of competitions may not be hung for longer than 10 days and may not exceed 1.2 x 8m.
- All advertisements must be placed at a distance of 100m from the centre of intersections and 200m from the centre of roundabouts.
- Advertising leaflets and pamphlets may only be distributed at places where products are sold, displayed and introduced, or hung or affixed to positions permitted by the master planning.
- In the case of advertising by means of an electronic screen, only images and written commentary may be transmitted; no sound may be emitted; and 20% of the period of exposure must be reserved for propaganda information and political propaganda.