



Copy Guidelines for Audio, Digital and Outdoor advertising

Date: Updated 2nd January 2024

These copy guidelines are provided by Global as guidance to help advertisers understand the types of ad content we allow and the types of ad content we prohibit. However, they do not bind us and do not contain an exhaustive overview of our full internal policy on advertising. We reserve the right to decline to book, remove, or restrict the platforms in which an advertisement is placed on the basis of these copy guidelines and our full internal policies on advertising.

When advertisers place an order, each ad is reviewed, checked and verified to make sure it's compliant, legal, decent, honest, and appropriate to the audience that may consume it. We check it meets the requirements of the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) and / or the UK Code of Broadcast Advertising (BCAP Code) as applicable and adheres to the requirements of our franchise partners where relevant.

We also require that advertisements take account of the prevailing standards in society and do not contain or promote anything likely to cause harm or serious or widespread offence.

We may use both automated and manual review in the process. We undertake these checks in respect of all formats of advertising, across all platforms, no matter how it is booked.

We reserve the right to decline to book, remove or restrict the platforms and dayparts in which an advertisement is placed.

Editorial advertising controls:

In the event of a national tragedy, such as a terrorist attack, natural disaster or the death of a nationally prominent person, the editorial team will, if appropriate, remove some or all adverts from some or all platforms. The decision to remove adverts is often an editorial one and is made as events unfold.

Even if the advert has been cleared by the commercial and/or compliance team, our editorial team may choose to remove or restrict adverts in certain circumstances. This could be for example, if Global starts to receive complaints from consumers.



Outdoor

If you are enquiring about copy approval for a Specialist / National Agency booking, please contact Nationalbooking@global.com

Alternatively, if you are enquiring about a Direct / Local Agency booking, please contact Localbooking@global.com

The below categories are not allowed to be advertised on outdoor platforms:

- All tobacco and related products
- Weapons & guns (except in context in a movie ad that's got the correct rating approval)
- Extremist political advertising
- Prostitutes
- Sexual massage
- Pyramid schemes
- Escort agencies, lap-dancing, gentlemen's clubs
- Nudity, sexual imagery, violence, drugs, excessive blood.
- All swearing even with **** in place of all or certain letters
- Prescription-only medicines
- Infant formula (unless clearly follow on formula)
- All campaigns designed to cause controversy, or which are PR stunts.
- Advertising that may cause harm, or serious or widespread offence or may not be appropriate to the audience
- Ads that may promote hate, discrimination or incite violence
- Ads that promote events or platforms which may contain hate, discrimination or incite violence
- Ads that promote harassment, bullying or extremist views
- Ads that encourage illegal activity, or any illegal conduct, product, or enterprise

In addition, the below categories may not be allowed to be advertised on some of our platforms. Advice should be sought from Global in each case:

- Anything promoting (directly or indirectly) food or non-alcoholic drink which is high in fat, salt and/or sugar ("HFSS" products), according to the Nutrient Profiling Model managed by Public Health England
- Visuals that disorientate the viewing public with fast paced images, flashing lights or aggressive behaviour (Copy will need to have passed Harding's test for flash and flicker)



- Fire and explosive images
- Contain illustrations which depict, or might reasonably be assumed to depict, quotations from or references to a living person.
- Cryptocurrencies (bitcoin etc.) & Crypto-assets.
- Political advertising
- Religious advertising
- Religious references, (crucifix, possessions etc.)
- Potential offensive cultural symbols (example a swastika)
- CBD Products
- Vape and e-Cigarettes
- Potential body image issues - unreasonable images.
- Ads featuring products such as cosmetic surgery, hair restoration treatments, food and protein supplements
- Gambling
- Cryptocurrencies (bitcoin etc.) & Crypto-assets
- Graffiti
- References to TfL and the Mayor
- TfL information sourcing
- Taxi and private hire services and Apps e.g. Uber
- Broken Glass
- Pay day loans
- Short term lettings
- Any creatives which are from petroleum or oil companies
- Any creatives which includes QR codes
- Ads featuring creative which promotes programmes or events or it features a celebrity or otherwise well-known person associated with a competitor radio station or broadcaster and promotes or otherwise endorses that competitor.
- Any creatives which are from, refer to or feature the following countries/places:
 - Afghanistan
 - Armenia
 - Azerbaijan
 - Brunei
 - Iran
 - Karabakh
 - Khojaly
 - Mauritania
 - Nigeria
 - Pakistan
 - Qatar
 - Saudi Arabia
 - Somalia
 - Sudan



- United Arab Emirates
- Yemen

The following categories will not be advertised on fixed billboards within 100 meters of schools:

- Alcohol
- HFSS products
- Gambling/Betting/Gaming

The below categories are “sensitive or restricted.” Each case is different, and advice should be sought from Global:

- Creative that contains people in underwear or swimwear
- Creative that features a gratuitous amount of breast/bottom
- Creative featuring a person shown/perceived to be shown in an overtly sexual way or position
- Creative featuring immediate violence to anyone shown in the creative or anyone looking at the creative
- Creative featuring men, women or children as sex objects or depicted or referred to indecently or obscenely
- Advertising that may cause harm, or serious or widespread offence or may not be appropriate to the audience
- Films which have not been granted permission for public exhibition or which do not show the required certificate, except when the name of the cinema is not shown
- Films carrying an 18 certificate must also carry the Advertising Viewing Committee (AVC) Logo.
- Creative featuring wording that may be perceived as offensive. Any sexual words, swear words or similar, even if they are slang and are part of the title of a product or release. This includes quotes from other sources. This also includes ads that feature swearing with **** in place of all or certain letters.
- Ads that may be considered culturally inappropriate in a particular location, a particular time of day, or on a particular outdoor advertising platform.
- Vape cigarettes
- Potential offensive cultural symbols (example a swastika)
- Ads that may compromise or endanger national security or infrastructure



Audio and Digital

All radio ad copy created by Global will be sent to [Radiocentre](#) for clearance prior to broadcast, where applicable.

All radio ad copy created externally by the Advertiser or by an external agency will need to be cleared by Radiocentre before it is sent to Global for broadcast, where applicable.

The below categories are not allowed to be advertised on any audio platforms sold by Global:

- All tobacco and related products
- Weapons and guns
- All vaping/E-Cigarettes
- CBD
- Prescription-only medicines
- Obscene material
- Breath-testing devices or anything designed to mask the effects of alcohol
- Betting systems and products that are intended to facilitate winning games of chance
- Prostitutes
- Sexual massage
- Pyramid schemes
- Escort agencies
- Infant formula (unless clearly follow-on formula)
- Advertising that may cause harm, or serious or widespread offence or may not be appropriate to the audience
- Ads that may promote hate, discrimination or incite violence
- Ads that promote events or platforms which may contain hate, discrimination or incite violence
- Ads that encourage illegal activity, or any illegal conduct, product, or enterprise
- Ads that promote harassment, bullying or extremist views
- Ads that may be considered culturally inappropriate in a particular location, a particular time of day, or on a particular brand, radio station, audio platform or any particular content platform
- Ads that may not align with the cultural values of our brands or platforms



The below categories are “sensitive or restricted.” Each case is different, and advice should be sought from Global:

- All campaigns designed to cause controversy or which are PR stunts.
- Music streaming services and podcasts.
- Ads featuring a voiceover from a competitor.
- Ads featuring creative which promotes programmes or events or it features a celebrity or otherwise well-known person associated with a competitor radio station or broadcaster and promotes or otherwise endorses that competitor.
- Ads that mimic the conventions of radio, or our shows (eg a chart show or regular feature), which could cause confusion with, or be to the detriment of, the brand.
- Ads that use incongruous music to the station’s own brand and values.
- Ads that encourage listeners to immediately stop listening to the radio station.
- Ads that have an aggressive tone, eg. shouting.
- Ads that use ‘bleeps’ to imply a swear-word may have been used.
- Ads that include unnecessarily prolonged silences.
- Ads that use impersonations of well-known personalities.

The below categories are limited by audience profile on any global owned audio platforms, and on 3rd party DAX platforms, please seek advice from Global:

- **Under 18s:** alcohol, gambling (including bingo), betting tipsters, slimming products, religious advertising, chat lines
- **Under 16s*:** 15+ video games, lotteries, football pools, equal chance gaming, prize gaming and category D gaming machines, medicines, vitamins, dietary supplements.

*HFSS (High Fat Sugar Salt) products across global and non-global owned DAX platforms