



**SALTO** ADVERTS  
PUBLIEKE OMROEP AMSTERDAM

**Synopsis Advertising and Sponsoring  
regulations and instructions for broadcasting  
advertisements around SALTO programs**

## **Advertising and Sponsoring regulations**

Program providers can broadcast commercials around their own radio or television broadcasts. Strict rules drawn up by SALTO based on the Media law, the Media decree and the policies of the Dutch Media Authority (Commissariaat voor de Media) apply. All programs broadcast through the radio and television channels of SALTO need to abide by these rules. Therefore it is very important that you as a program provider also adhere to these rules.

SALTO and the Dutch Media Authority will monitor whether the programs comply with the rules. Heavy fines will be imposed by violations of these rules. This fine will be passed on to you as a program provider. This is in accordance to your broadcast agreement with SALTO.

When detecting violations or incorrect compliance with the rules, SALTO will proceed to apply the enforcement policy which can lead to suspension and subsequently can lead to a final termination of the broadcasting agreement.

SALTO will gladly give you the opportunity to search for finance possibilities for your programs, as long as you comply with the specific regulations. We will support you with this to the best of our abilities.

### **Inhoudsopgave**

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# Advertising regulations

## What is advertising?

Advertising is used in communication to inform the listeners and viewers of your programs about products or services. The aim of advertising is to persuade consumers to buy a specific product or to increase brand awareness. Advertising is always paid for, and advertising needs to appear in a clearly recognizable commercial block. The program content and the commercial itself need to be clearly separated.

Some examples of advertising are: an ad in which a hairdresser recommends his hair studio, an event manager his concerts, a restaurant the new menu, or a parcel post office their speed service to Surinam.

## Rules

SALTO has listed the most important rules for you:



Without an advertising agreement you cannot broadcast any commercials through SALTO. Please submit this advertising agreement to SALTO one week before broadcasting.

A standard agreement can be downloaded from our website: [www.salto.nl](http://www.salto.nl), underneath the 'Reclame' heading.



Commercials must always be recognizable as such. They need to be clearly distinguishable from the rest of the program. This means that the commercials will always be broadcast *before* the start or *after* the end of the program.

For a complete explanation, please read the 'SALTO Pingel and Leader instructions' in the back of this brochure carefully.



A commercial can therefore never be broadcast *in* a program, but only *before the start* of the program or *after the end* of the program.



Commercial blocks on radio or television must last at least 1½ minutes and at the most 8 minutes per hour.



Showing or mentioning products or services within a program is only permitted if:

1. the product or service fits within the context of the program item;
2. it is not shown in an excessive or exaggerated manner;
3. there is no specific recommendation or recruitment text;
4. no harm was done to the integrity of the program part.

N.B. Mentioning an entertainment/party agenda within the program is allowed, but this needs to be presented in a neutral way and without recommendations.



Advertising bans are in place for medical treatments, alcohol between 06.00 and 21.00 o'clock, and for clandestine advertising. Clandestine advertising is a form of advertising in which sneakily, outside of the commercial block, a product or service is advertised. For example, a soft drink manufacturer pays a program maker to show his product during broadcast. Clandestine advertising is forbidden *at all times*.



Cultural expressions like books, CD's or stage performances may be announced and discussed, for example in the form of a review, only in informative or educative programs. However, it is NOT allowed to promote buying things or any other promotional activities.



Name brands or company logo's may only appear in informative or educational programs if:

1. the product or service fits within the context of the program item;
2. they are not shown in an excessive or exaggerated manner;
3. there is no specific recommendation;
4. the integrity of the program part is not compromised.

If you want to broadcast commercials around your program, please go through the steps listed below:

## Advertising steps

**Step 1** You want to broadcast commercials around your program.

**Step 2** Check before making the commercial whether it complies with the rules of advertising.

**Step 3** When in doubt, always contact SALTO. Please call Peggy de Jonge at 020-6386386 or e-mail at [peggy@salto.nl](mailto:peggy@salto.nl)

**Step 4** Download the advertising agreement from [www.salto.nl](http://www.salto.nl), underneath the 'Reclame' heading and fill it out. Do not forget to fill out the attached broadcast schedule.

**Step 5** Submit the following documents to SALTO at least one week before the first broadcast:

- A correct and completely filled out advertising agreement;
- A filled out form 'broadcast schedule advertising provider'.

**Step 6** Check before the broadcast of your commercial block (consisting of more commercials) whether it is at least 1½ minutes and no more than 8 minutes. Besides that, the commercial block can only be broadcast *before* or *after the end of* your program, and this block needs to be clearly recognizable.

**Step 7** When you have gone through all the steps above correctly and (1) the advertising agreement and (2) the broadcast schedule are submitted to SALTO, you can broadcast your commercial(s).

# Sponsor regulations

## What is sponsoring?

A sponsor is a person, an organization or a company that supports a program provider by donating money or other means in exchange for publicity (name dropping). The goal is to increase the brand awareness or the image of the sponsor. Sponsoring is different from advertising because there is no commercial message, and it is therefore not situated in a commercial block. An example of sponsoring: a bicycle store that sponsors a thematic broadcast about bicycle routes in and around Amsterdam. This will have to be announced, for example as: "This broadcast has been sponsored by Bicycle store The Wheel Deal". However, in real life this will not happen frequently as there is a ban on sponsoring. This ban has been put up by the Dutch Media Authority. The rules with regard to sponsoring are very complex. The main rule is that programs *cannot* be sponsored!

If you want to earn money to finance your broadcast, make sure you do this with using your commercial revenues. If you still want to have your program sponsored, despite the complex regulations, please read the rules below very carefully. It is important that you apply sponsoring *only after obtaining written approval* from SALTO.

## Rules



Main rule: A sponsor BAN applies



What is possible?

- If it applies to contributions that are not identifiable as such and are secondary to the total cost of the program, in these circumstances the contributions will not be marked as sponsoring. This cannot apply to small money contributions. It applies to small contributions like flower arrangements on a table, or the clothes of the provider. Such contributions may be mentioned neutrally in the radio program or in

the final credits of a television program under the heading 'thanks to'. This is always mentioned at the end of a program. In this case, only a company name may be mentioned or shown, without any other additions. Be careful though:

- Only cultural programs, coverage of sporting events and events for idealistic purposes may be sponsored. These programs CANNOT be sponsored when they consist partly or mostly of news, current events or political information, or if they are intended for minors under the age of 12. Specifically this means that only ballet registrations or classical music shows can be sponsored.



If all the exceptions mentioned above are met, the sponsoring agreement needs to be *submitted to SALTO first*. In this agreement it needs to be clearly stated what the sponsor contribution consists of. Only *after* obtaining permission from SALTO you can put the sponsor reference(s) in your program.



Sponsored programs, for the information of the public, need to mention all sponsors before or after the program. This must be done in a neutral manner.



The sponsor reference needs to be announced the following way: "this program was made possible by...". This reference can last 5 seconds at most. For television the reference cannot be full screen and must consist of still images.



If a sponsor (for example a manufacturer, a company, a store, an organization etc.) provides the contribution in money, the program cannot show or mention these products or services in the sponsored program.



The sponsor reference cannot be recruiting. Addresses and phone numbers cannot be mentioned. Slogans, 0900-numbers and signature tunes are not allowed.

## **Broadcast instructions for advertising around SALTO programs**

Advertising always needs to be recognizable as such. This applies to both radio and television. This rule originates from the Media law. Advertising therefore needs to be clearly distinguishable from the rest of the programming. This can be done by using so called 'pingels' around a commercial block for radio, and with 'leaders' around a commercial block for television.

SALTO has designed its own pingels and leaders for radio and television which you as a provider must use. You need to use these pingels and leaders if you are broadcasting commercials yourself *before* your program has started, or *after* your program has finished.

### **Radio providers: what is a Pingel?**

A 'pingel' is a clearly recognizable sound signal lasting several seconds. This signal is inserted at the beginning of the commercial block (starting pingel) and at the end of the commercial block (end pingel). If SALTO is broadcasting a service block themselves, an in-between pingel is used (see next page).

### **Television providers: what is a Leader?**

A leader is a very short film clip with a sound signal assembled in it. This leader indicates that a commercial block is starting (starting leader) and also ends (end leader).

### **How can I obtain the SALTO pingels/leaders?**

On our website [www.salto.nl](http://www.salto.nl) you can download the SALTO pingels en leaders when you go to the heading 'Reclame'.

Radio providers: each SALTO radio channel has its specific end pingel with the stationcall connected to it. These differ per channel. Make sure you download the correct end pingel matching your channel.

## Pingel instruction Radio

There are two situations you may encounter as a radio maker:

1. You want to broadcast a commercial in the time period **between 09.00 o'clock in the morning and 22.00 o'clock at night**, or
2. You want to broadcast commercials in the time period **between 23.00 o'clock at night and 09.00 o'clock in the morning**.

### Advertising between 09.00 o'clock and 22.00 o'clock

#### Advertising before you program has started:

From 09.00 o'clock in the morning until 22.00 o'clock at night a News bulletin provided by ONLM is broadcast every hour on the hour. After this bulletin SALTO automatically starts a service block with commercial messages and information about SALTO. This block is concluded by a SALTO 'in-between pingel'. After this in-between pingel you can broadcast your own commercial messages. Because a starting pingel has already been broadcast before the SALTO service block you do not need to insert a starting pingel.

Do make sure you end your commercial block with the SALTO Radio end pingel. The (mandatory) station call is already attached to this pingel. *Please make sure you download the pingels for your channel from the website.* After this station call you can start broadcasting your program.

#### It will look like this:

1. Every hour on the hour: News
2. SALTO Commercial starting pingel
3. SALTO Commercial/service blocks
4. SALTO In-between pingel
5. Inserting provider advertisement (keep in mind the advertising rules as described on pages 3-5).
6. Inserting SALTO Commercial End Pingel including stationcall\*
7. Start program

\* Even without commercials your program must always start with the mandatory stationcall. You can download this together with the pingels from our website.

SALTO is responsible for steps 1 through 4, steps 5 through 7 are your own responsibility.

Please make sure your commercial block is at least 1½ minutes long but no more than 8 min. (including pingels).

### **Advertising at the end of your program:**

If you want to broadcast commercials after the end of your program, make sure your commercial block fits exactly in the time slot before the full hour. Your broadcast will automatically be terminated by the hour signal preceding the news bulletin 3 seconds before the hour. So if your commercial block lasts for instance 04'30" minutes, start the commercial block at 55'27" so your commercials will not be cut short by the news. This block must also be framed by a SALTO starting pingel and a SALTO end pingel that you need to insert yourself.

#### **This will appear as follows:**

1. SALTO Advertising starting pingel
2. Your commercial messages (keeping in mind the advertising rules as described on pages 3-5)
3. SALTO Advertising end pingel *without a stationcall*

### **Advertising between 23.00 o'clock and 08.00 o'clock**

Between 23.00 o'clock at night and 08.00 o'clock in the morning no news bulletins are broadcast. During these hours, program makers need to add the SALTO starting pingel themselves at the beginning of the commercial block they are broadcasting on the hour.

#### **This will appear as follows:**

4. SALTO Advertising starting pingel
5. Your commercial messages (keeping in mind the advertising rules as described on pages 3-5)
6. SALTO Advertising end pingel

For commercials after the end of your program you can use the same schedule as described earlier. Again, make sure your commercial block fits into your broadcast time slot so that it will not be cut short when your broadcast period is over and SALTO automatically terminates the broadcast.

## **Leader instruction Television**

Advertising on television always needs to be framed by the SALTO Advertising starting leader, and the SALTO end leader. This leader is especially designed for SALTO in its own SALTO style. Each television provider needs to use these standard leaders. If you want to broadcast commercials before your program starts, or after the end of your program, you can do this as follows:

1. Clearly indicate the start of the commercial block by inserting the SALTO advertising begin leader;
2. Add your commercial(s) (keeping in mind the advertising rules as described on pages 3-5);
3. Clearly indicate the end of the commercial block by using the SALTO advertising end leader.

For more information, help and advice or in case of doubt you can always contact SALTO.

Please call: 020-6386386 or e-mail [peggy@salto.nl](mailto:peggy@salto.nl)

**This document, providing an overview of the most important rules and regulations with regards to advertising, is not exhaustive. For a complete overview SALTO directs you to the website of the Dutch Media Authority ([www.cvdm.nl](http://www.cvdm.nl)) under the heading 'regelgeving'. The most recent information can also be found on [www.salto.nl](http://www.salto.nl) under the heading 'Reclame'.**



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