

DW Advertising Rules and Regulations

a) Act Governing the Public Broadcasting Corporation “Deutsche Welle” dated December 16, 1997, (<http://www.dw.com/downloads/36383966/dwgesetzen.pdf>)

b) Deutsche Welle guidelines on advertising and sponsoring dated November 16, 2007, (<http://www.dw.com/downloads/36383966/dwgesetzen.pdf>, §10 Advertising and § 11 Sponsoring)

c) Advertising content, which is excluded from the procurement:

- Alcohol & Substance Abuse
- Black Magic, Astrology & Esoteric
- Cosmetic Procedures & Body Modification & Optimization
- Dating, Romance & Relationships
- Downloadable Utilities
- Drugs & Supplements
- Get Rich Quick (ads that claiming to disclose lucrative business secrets to users, or offer a substantial amount of money or goods for little or no consideration)
- Grants, Scholarships & Financial Aid
- Investing, Consumer Loan
- Medicines and food supplements
- Politics
- Prizes & Competitions
- Religion, Faith & Belief
- Ring tones
- Security Equipment & Services
- Sensationalism (ads on sensational topics such as celebrity arrests, divorces or deaths as well as ads intended to shock the user)
- Sex and sexuality (sexually suggestive ads, ads relating to sexual health and reproductive medicine)
- Sexual & Reproductive Health
- Significant Skin Exposure
- Social Casino Games
- (Sports) Betting, Gambling
- Tobacco
- Video Games (Casual & Online)
- Weight Loss
- Weapons and Arms, Military