

- (iii) The legal title and formalities;
 - (iv) Rights and easements of any kind;
 - (v) Planning, building and sanitary requirements;
 - (vi) Taxes, rates and other imposts; and
 - (vii) The prices, terms of payment and loan facilities;
2. Particular care is called for in the case of advertisements for real property located abroad. Advertising material containing detailed description of such property should include comprehensive and accurate information as stated above.

PART 15 - Advertising for Audiotext Services

Introduction: What are Audiotext Services

Audiotext services are interactive telecommunications services offered via a telephone service. Typically, the services use a prefix 600 number in which customers are charged a premium over and above the normal connection charges. Such service providers offer, among other things, information, ring tone downloads and friendship services or chatlines.

General Rules on Advertising for Audiotext Services

1. Rules governing the advertising of such services have been drawn up principally in the best interest of users generally.
2. Advertisements for chat and similar interactive services must be clear and unambiguous that such services are available.
3. Advertisers should clearly indicate to system users whether or not their services are free of charge, and should not charge users unless such warnings have been provided beforehand. Advertisements should indicate the cost of the services.
4. Where an advertisement does not specifically mention the availability of chat, that service must not be made available on the 600 number. That is, a service provider offering ring-tone downloads must not also make available a chat service as an option when customers call the advertised 600 number.
5. Advertisements for chatline and related services must include the company's name and office number.
6. Chatline advertisements should always include:
 - (i) The legal age limit for callers

(ii) Warnings on the dangers of meeting up with strangers encountered through chatlines

7. Where an advertisement gives the website address (uniform resource locator or url) for non-chat services, that page must not have links or 600 numbers to chat services.
8. Advertisements for chatlines and related services should not contain lewd, sexually suggestive or offensive material.
9. Advertisement of services aimed at children or young persons must carry the following warning message “This call costs RMX.XX per minutes/per call. Callers under 18 must seek their parents’ or guardians’ approval before calling.”

PART 16 – Other Specific Categories

1. Commemorative and Other Items Produced in Limited Editions

- 1.1 The number of articles to be produced in any limited edition should be stated in all advertising and promotion material containing any claim that the edition is limited. Where an edition is limited by the number of persons applying within a given period of time, it should be described as an edition limited by time, and the advertiser should offer to inform all purchasers of the number of articles eventually produced.
- 1.2 Advertisements for articles made of precious metal should state the amount and the fineness of the metal involved in the pieces on offer.
- 1.3 Advertisements which make claims about the investment potential of the articles on sale should also make clear that there is no guarantee of any future increase in value.
- 1.4 Advertisements for these products which would be of interest as a collector’s item should place emphasis primarily upon factors such as scarcity or aesthetic quality and not, or not solely, upon practical considerations (e.g. utility).
- 1.5 Advertisements should not trade on any lack of knowledge among the general public as to the nature and extent of the market for items of the kind advertised about the criteria for assessment employed within that market.
- 1.6 Information in the advertisements about the period during which the offer is available should be unambiguous where an offer is made in more than one stage, with the final closing date clearly stated at an early point in the advertisement, and prior to any information regarding other dates by which the initial orders are