



RACC – Radio Advertising Clearance Body Category Guidelines

The radio advertising clearance body exists to ensure any adverts aired across commercial radio stations, comply with the relevant regulations. They clear scripts carefully and consistently and keep them within Code rules. Certain topics need RACC clearance under the BCAP Radio Advertising Standards Code and therefore, any adverts covering the following areas must be cleared by the RACC before going live:

- 18-certificate films and videos
- Advertising aimed specifically at children
- Alcoholic Drink
- Anti-Aids, anti-drugs and solvent abuse messages
- Charities
- Child voiceovers
- Competitions, lotteries, betting and gaming
- Consumer advice services
- Consumer credit, investment and complex financial advertising
- Contraception, condoms and family planning products and services; pregnancy-testing products and services
- Dating, Introduction and Marriage Agencies or services
- Dietary supplements; slimming products, treatments and establishments
- Divination and the supernatural
- Environmental claims
- Food and nutrition claims
- Health and/or beauty treatments and claims
- Health products and services
- Medical products (including medicines) treatments, services and establishments
- Political, industrial and public controversy matters
- Religious advertising
- Sanitary protection products
- Sex shops, stripograms etc
- Testimonials
- UK-wide media
- Websites featuring products and services which fall under all of the above categories

For further information or general enquiries email adclear@racc.co.uk or call 020 7306 2620 or visit www.racc.co.uk