

In Principle 8, we required that advertisements displayed on the website are framed and identified, so visitors could clearly distinguish the content of the website from the advertisement.

To do this, we ask a frame and the word “Advertisement” or “Ads” on each advertisement.

Below, you can find some examples of advertisements which are acceptable for the HONcode certification:

The image shows a screenshot of a website with a navigation menu at the top: ACCUEIL, ECO/CONSO, DÉTENTE, ENVIRONNEMENT, RECHERCHE, NUTRITION, THEME SANTÉ, VIDEOS. Below the menu, there is a breadcrumb trail: Accueil / Mentions légales. The main content area is divided into two columns. The left column contains contact information for the Association « Alliance Médicale », including the director of publication (Dr Sophie Truca), the responsible person (Philippe Truca), the technical director (Muriel Salpêtrier), and the email (contact@caribesante.com). The right column features an advertisement banner for 'MOTS pour ALZHEIMER'. The banner has a dark background with a lamp and an open book. The text on the banner reads: 'ESPACE PUBLICITÉ', 'Des MOTS pour ALZHEIMER', and 'Des personnalités et des textes bouleversants à découvrir ici'. A green box with the text 'Frame + Word « Advertisement »' has two arrows pointing to the 'ESPACE PUBLICITÉ' frame and the 'MONOQI' banner below it. The 'MONOQI' banner shows various furniture items and the text 'MONOQI Shop now'. Below the banners, there is a navigation bar with a search bar containing 'Doliprane, asthme, aspirine, amoxicilline...' and a 'VIDAL' logo. The footer contains a navigation menu with buttons for 'MÉDICAMENTS', 'PARAPHARMACIE', 'MALADIES', 'GROSSESSE & ENFANTS', 'NUTRITION', 'SPORT', 'VOYAGE', and 'ACTUS'. The page number '11' is visible in the bottom right corner.

Samples on how to identify advertisement banners for principle 8 Advertisement policy

The image shows a screenshot of a medical news website with several advertisements. A green box labeled "Frame + Word « Advertisement »" has arrows pointing to three different ad banners:

- Top Left Ad:** "Dona luce" advertisement for breast cancer awareness, featuring a woman's silhouette and a glowing lantern. Text includes "Per le 5500 donne che ogni anno si ammalano di cancro del seno in Svizzera." and "lega contro il cancro".
- Top Right Ad:** "Maturanden-Infotag" advertisement from Universität St. Gallen, featuring a woman's portrait and the text "Studien-einstieg auch in Englisch möglich".
- Bottom Right Ad:** "Etes-vous bon en anglais?" advertisement for a language test, featuring a woman at a computer and the text "Test gratuit en ligne, 5mn, résultat immédiat".

Other visible advertisements include:

- Bottom Center Ad:** "ROMWE" advertisement showing a black jacket.
- Bottom Middle Ad:** "MONOQI" advertisement showing various items like a bag and a chair.
- Bottom Right Ad:** "Subscribe to WebMD Newsletters" advertisement with a mouse icon.

The website interface includes a navigation bar with categories like "Home", "News A-Z", "Health A-Z", etc., and a search bar. A list of medical topics is visible on the left side of the page.

Below you can find some examples of advertisements before and after, to be compliant with Principle 8.

### BEFORE

Santé Médicaments Grossesse Bébé Psychologie Famille Nutrition Beauté Mode Forme Sexualité Recettes Vidéos Tests

Acné Alimentation et santé Allergies Arrêter de fumer Cancer Cholestérol Compléments alimentaires Contraception Dents Diabète Equilibre et plaisir Mal au dos Médicines douces Phytothérapie Pipi au lit Rhumatismes Varices Forums

Avec Ovomaltine, tu n'y arriveras pas mieux. Mais plus longtemps.

Forum Santé

Santé Grossesse & Bébé Mode Beauté Nutrition Psychologie Sexualité Loisirs People

Médicaments Forme & Sport Vie pratique Animaux Famille Cuisine Environnement

Le Chat

There is no frame around the advertisement, it is integrated on the layout of the website and there is no label.

### AFTER

Santé Médicaments Grossesse Bébé Psychologie Famille Nutrition Beauté Mode Forme Sexualité Recettes Vidéos Tests

Acné Alimentation et santé Allergies Arrêter de fumer Cancer Cholestérol Compléments alimentaires Contraception Dents Diabète Equilibre et plaisir Mal au dos Médicines douces Phytothérapie Pipi au lit Rhumatismes Varices Forums

**Advertisement**

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**BEFORE :**



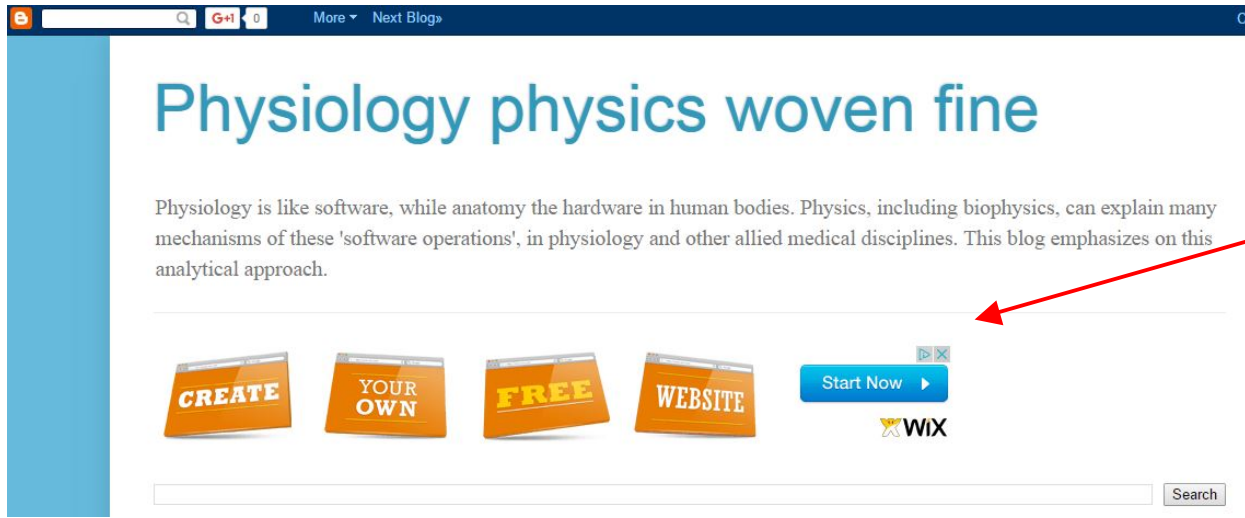
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**AFTER :**



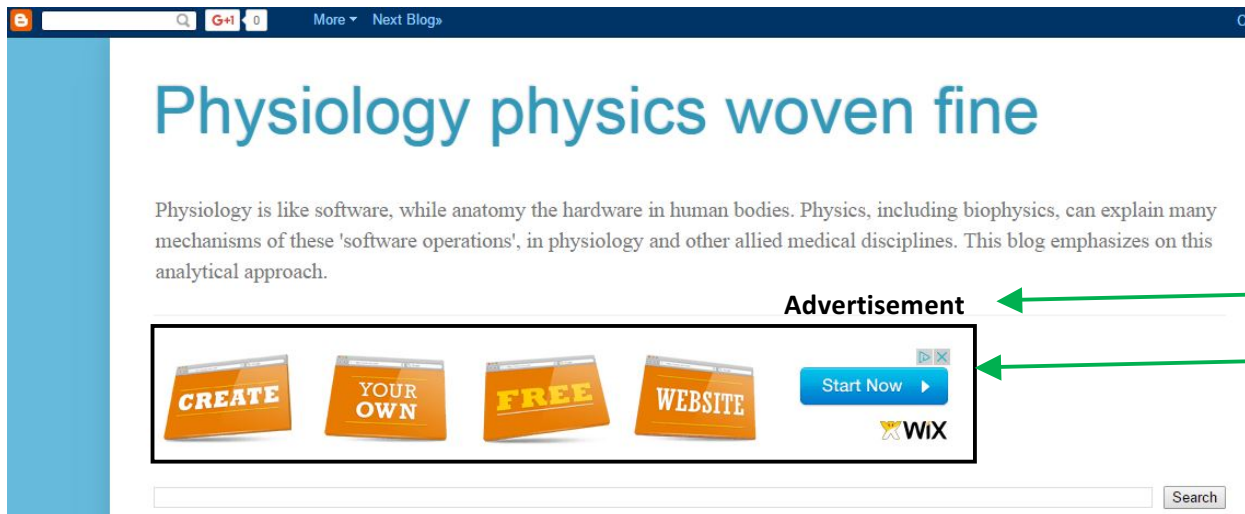
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**AFTER :**



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**BEFORE :**

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate

The Cellphone Imperative: If I Can't Text, I'm Moving

How to Improve Your Cellphone Signal at Home

International Real Estate: House Hunting in ... Ecuador

Public Health: Jeb Bush Has Found a Part of Obamacare to Love

Market Movers: Solution Without a Problem? A Tax on High-Frequency Trading

Tuesday Morning Quarterback: In N.F.L., Defense Starts Comebacks, and Offense Stops Them

Notebook: Why Russia's Alternate History of Malaysia Airlines Flight 17 Matters

Feature: Shrimp Boy's Day in Court

First Words: Do Politicians' 'Thoughts and Prayers' Mean Anything?

**Automobiles »**

Driven: Video Review: The Rolls-Royce Ghost, for the Pampered Chauffeur

Volkswagen, in Future Cars, to Adopt New System for Controlling Diesel Emissions

In California, Electric Cars Outpace Plugs, and Sparks Fly

**T Magazine »**

Food Matters: Watch Joshua Bell Play a Violin Solo Inspired by Champagne

On Beauty: An Organic Face Mask for a 'Serious Glow'

Art: Collecting Art for Love, Not Money

**Times Insider »**

Ask The Times: Is it True Donald Trump Cannot Win the Presidency?

First Glimpses: 1892 | Daggers Out for Sherlock Holmes

Flooding Threatens The Times's Picture Archive

**Advertisement:** SheIn FREE SHIPPING NO MINIMUM SHOP NOW>

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**BEFORE :**

**DISORDERS  
CATEGORIES**

- Autism 101 ▶
- New to Autism ▶
- Diagnosing Autism Spectrum Disorders ▶
- Causes of Autism ▶
- Autism Treatments ▶
- Asperger Syndrome ▶
- Children and Autism ▶
- Teens and Autism ▶
- Adults and Autism ▶
- Autism and Family Life ▶
- Medical Issues and Autism ▶
- School and Summer Options ▶
- Positive Living with Autism ▶
- Support for Parents of Children with Autism ▶
- Autism Resources: Books, Products, Reviews, Websites ▶
- Blog ▶
- Is it Autism? What Should I Do? ▶
- Autism in Children, Teens and

mental retardation - and people with autism can be chatty or silent, affectionate or cold, methodical or disorganized. .

Until May, 2013, official diagnoses within the autism spectrum included autistic disorder, pervasive developmental disorder not otherwise specified (PDD-NOS), Asperger syndrome, Childhood Disintegrative Disorder and Rett Syndrome. Today, there is just one [Autism Spectrum Disorder](#), with three levels of severity -- but many therapists, clinicians, parents and organizations continue to use terms like PDD-NOS and Asperger syndrome. [More »](#)

Ads

[Treatment for autism](#)

[www.wumedicalcenter.com](http://www.wumedicalcenter.com)

Advanced stem cell treatment for autism and development disorder

[Dieses Essen schadet Darm](#)

[darmgesundheit.bodyfokus.com](http://darmgesundheit.bodyfokus.com)

Diese 5 Lebensmittel verursachen Durchfall & Darmerkrankungen.

• **What Are Pervasive Developmental Disorders?**

"Pervasive Developmental Disorder" is a formal term that means exactly the same thing as "autism spectrum disorder." You may hear this term from an evaluator or doctor, but you will rarely hear it in a school or therapist's office. [More »](#)

• **What Is Asperger Syndrome?**

There is the word "Ads" but there is no frame around the advertisement, it is totally integrated in the health content of the article.

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