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:
Samples on how to identify advertisement banners for principle 8 Advertisement policy
Below you can find some examples of advertisements before and after, to be compliant with Principle 8.

**BEFORE**

![Advertisement banner before](image)

**AFTER**

![Advertisement banner after](image)

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

Now, there is a frame all around the advertisement, and the word « Advertisement », which clearly distinguish it from the layout of the website.
Samples on how to identify advertisement banners for principle 8 Advertisement policy

BEFORE:

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

AFTER:

Now, there is a frame all around the advertisement, and the word « Advertisement », which clearly distinguish it from the layout of the website.
BEFORE:

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

AFTER:

After: Now, there is a frame all around the advertisement, and the word «Advertisement», which clearly distinguish it from the layout of the website.
Samples on how to identify advertisement banners for principle 8 Advertisement policy

BEFORE:

AFTER:

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

Now, there is a frame all around the advertisement, and the word « Advertisement », which clearly distinguish it from the layout of the website.
BEFORE:

There is the word “Ads” but there is no frame around the advertisement, it is totally integrated in the health content of the article.
Now, there is a frame all around the advertisement, which clearly distinguish it from the content of the article.