How to identify advertisements?
Principle 8 - Advertising Policy

Principle 8: All advertisements are identified and differentiated from content.

Therefore, advertisements visible on HONcode certified services must be clearly identified by the term "Advertising" or "Pub" and differentiated from the service’s information content by a frame.

Below, in green, examples of acceptable advertisements for HONcode certification:
How to identify advertisements?
Principle 8 - Advertising Policy
How to identify advertisements?
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Below are examples of "before and after" ads to be in line with the principles of the HONcode:

**BEFORE:**

There is no frame around the advertisement, it is integrated into the content of the site, and there is no word "Advertising".

**AFTER:**

Now there is a frame around the advertising, and the word "Advertisement", which clearly differentiates it from the content of the article.
How to identify advertisements?
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**BEFORE:**

There is no frame around the advertisement, it is integrated into the content of the site, and there is no word "Advertising".

**AFTER:**

Now there is a frame around the advertising, and the word "Advertisement", which clearly differentiates it from the content of the article.
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**Before:**

There is no frame around the advertisement, it is integrated into the content of the site, and there is no word "Advertising".

**After:**

Now there is a frame around the advertising, and the word "Advertisement", which clearly differentiates it from the content of the article.
How to identify advertisements?
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There is no frame around the advertisement, it is integrated into the content of the site, and there is no word "Advertising".
How to identify advertisements?

Principle 8 - Advertising Policy

AFTER Now there is a frame around the advertising, which clearly differentiates it from the content of the article.