

## Comment identifier les publicités ? Principe 8 – Politique publicitaire

Principe 8 : Toutes les publicités sont identifiées et différenciées du contenu.

De ce fait, les publicités visibles sur les services certifiés HONcode doivent être clairement identifiées par le terme « Publicité » ou « Pub » et différenciées du contenu d'information du service par une bordure.

Ci-dessous, en vert, des exemples de publicités acceptables pour la certification HONcode :

The image shows two examples of advertisements on a website, both enclosed in a green border. A callout box with a green border and the text "Bordure + Mot « Publicité »" has arrows pointing to the borders of both advertisements.

**Example 1:** A text-based advertisement for "Alliance Médicale". The ad is enclosed in a green border. The text inside includes: "Editeur : l'association « Alliance Médicale", "Directeur de la publication : Dr Sophie Truca", "Responsable de publication : Philippe Truca", "Directeur technique et webmaster : Muriel Salpêtrier", "E-mail : contact@caribesante.com". Below this, it lists "Crédits" and "Conception du site et réalisation" by "Association Alliance Médicale". The ad is clearly separated from the surrounding content by a green border.

**Example 2:** A visual advertisement for "MONOQI" furniture. The ad is enclosed in a green border. It features images of furniture items and the text "MONOQI Shop now". The ad is clearly separated from the surrounding content by a green border.

# Comment identifier les publicités ?

## Principe 8 – Politique publicitaire

Home News A-Z Health A-Z Drugs A-Z Clinical & Diagnostics Life Science & Laboratory Consumer Products About

NEWS MEDICAL LIFE SCIENCES & MEDICINE

October 14, 2015

661 people on this site powered by chartbeat

Search

Other search tools:  Drugs  Health  News

Submit News Contact Us Newsletters

News A - Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- Abacavir
- Abatacept
- Abdominal Aortic Aneurysm
- Abdominal Distension
- Abdominal Pain
- Abilify
- Abiraterone
- Abortion
- Abraxane
- Abreva
- Abstinence
- Acadesine
- Acarbose
- Accutane
- ACE Inhibitor
- Acetaminophen
- Acetazolamide
- Acetylation
- Acetylcholine
- Achilles Tendonitis
- Achondroplasia
- Aciclovir
- Acid Reflux
- Aneurysm
- Angelman Syndrome
- Angina
- Angina Pectoris
- Angio
- Angioedema
- Angiofibroma
- Angiogenesis
- Angiogenin
- Angiography
- Angioma
- Angiomyolipoma
- Angiomyolipomas
- Angioplasty
- Angiosarcoma
- Angiotensin
- Anhedonia
- Animal Cell Culture
- Aniridia
- Anisometropia
- Ankyloglossia
- Ankylosing Spondylitis
- Ankylosis

**Dona luce**

Per le 5600 donne che ogni anno si ammalano di cancro del seno in Svizzera.

lega contro il cancro

Advertisement

News Categories

- Business / Finance
- Child Health News
- Device / Technology News
- Disease/Infection News
- Drug Trial News
- Healthcare News
- Insights from Industry
- Medical Condition News
- Medical Patent News

Bordure + Mot « Publicité »

Universität St. Gallen

Studien, einstieg auch in Englisch möglich

**Maturanden-Infotag**  
27.10.2015

Advertisement

MONOQI

- Living Healthy
- Medical Tests & Tools A-Z
- Slideshows, Quizzes, & Assessments A-Z

ACLS Injuries

Acne

Acoustic Neuroma

Acute Lymphoblastic Leukemia

Acute Myeloid Leukemia

Acute Renal Failure

ADD/ADHD

ADHD in Children

Addiction and Substance Abuse, Adult

Addiction and Substance Abuse, Teen

Adenoiditis

Age-Related Macular Degeneration

Aging

AIDS

Alcohol Abuse

Alcohol Detox Programs

Alcohol Interaction With Medication

Alcoholism

Allergies

Allergy Triggers Slideshow

ROMWE

£25.60

Etes-vous bon en anglais?

Test gratuit en ligne, 5mn, résultat immédiat

Test >

Subscribe to WebMD Newsletters

Living Better

# Comment identifier les publicités ?

## Principe 8 – Politique publicitaire

Ci-dessous, des exemples de publicités “avant-après” afin d’être en accord avec les principes du HONcode :

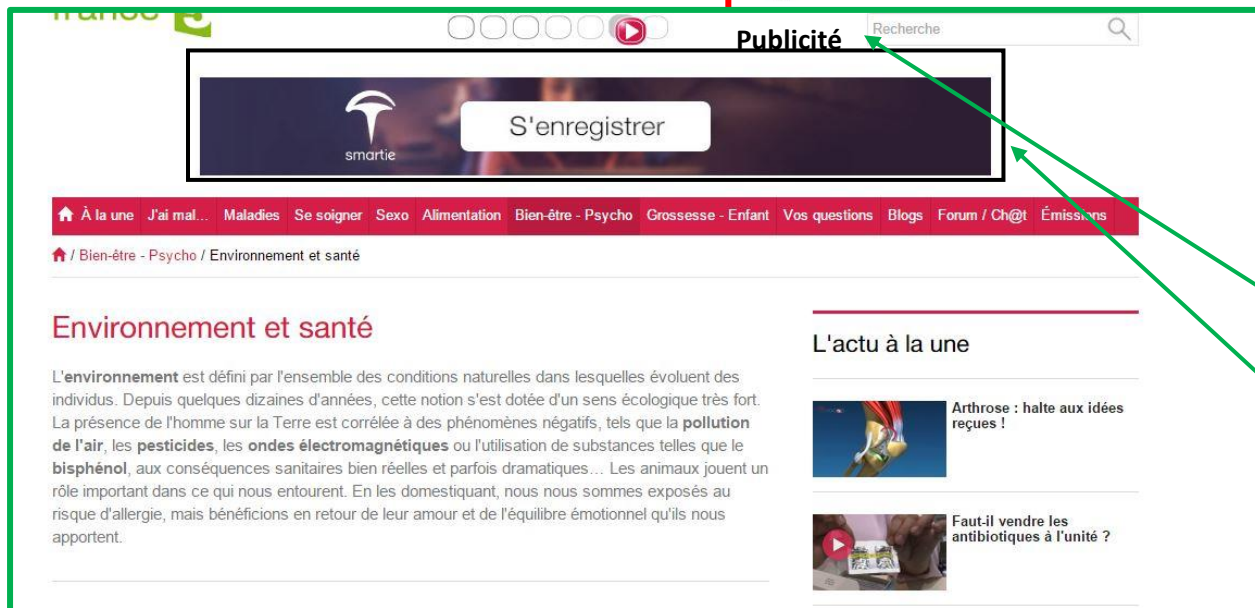
**AVANT :**

**Il n’y a aucune bordure autour de la publicité, elle est intégrée dans le contenu du site, et il n’y pas le mot « Publicité »**



**APRÈS :**

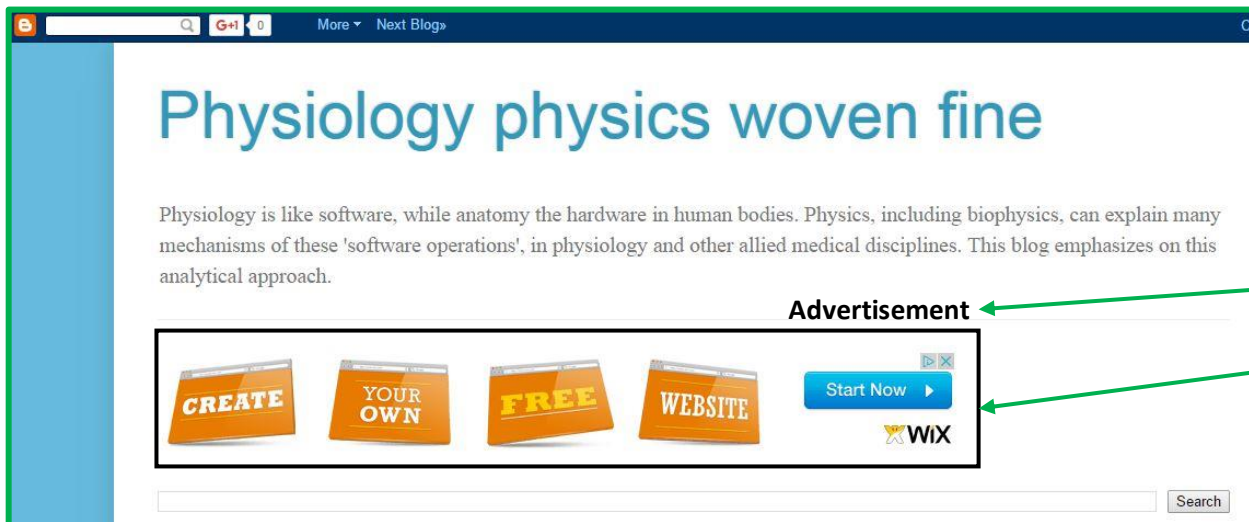
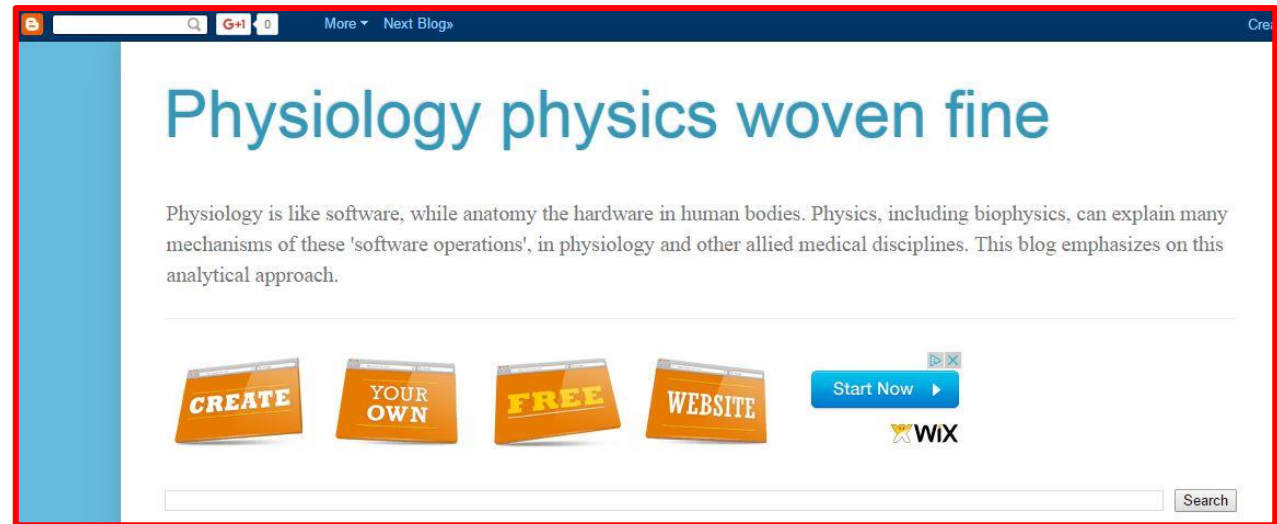
**Maintenant, il y a une bordure autour de la publicité, et le mot « Publicité », qui la différencie clairement du contenu de l'article.**



## Comment identifier les publicités ? Principe 8 – Politique publicitaire

**AVANT :**

**Il n'y a aucune bordure autour de la publicité, elle est intégrée dans le contenu du site, et il n'y pas le mot « Publicité »**



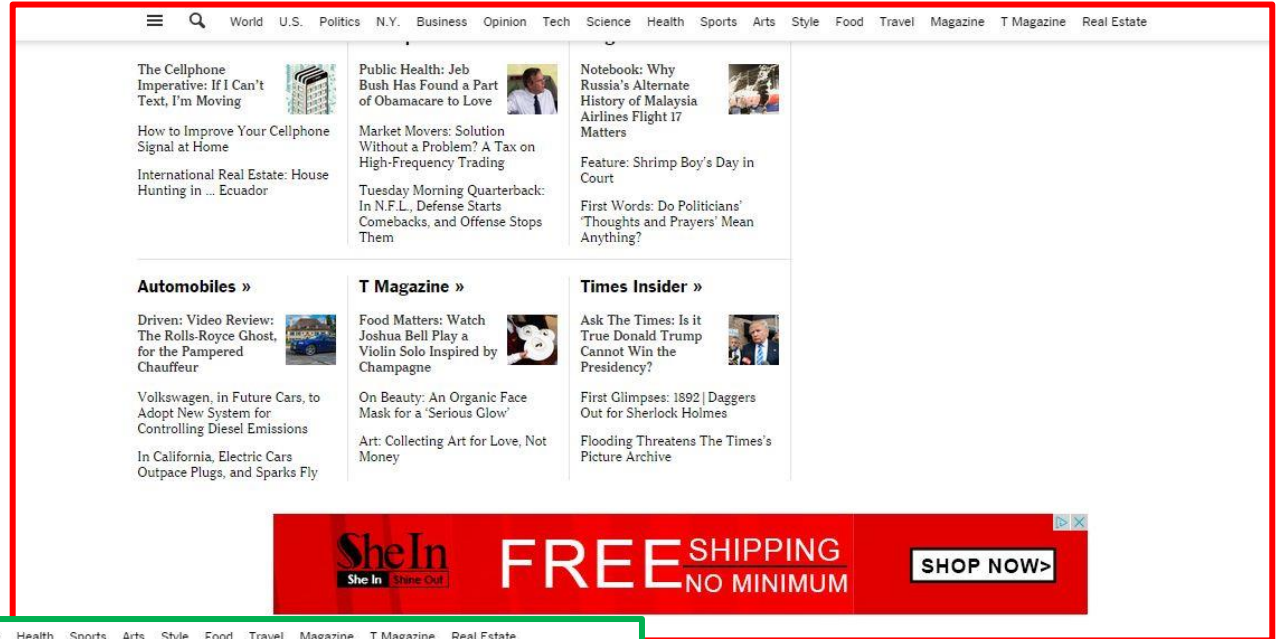
**APRÈS :**

**Maintenant, il y a une bordure autour de la publicité, et le mot « Publicité », qui la différencie clairement du contenu de l'article.**

## Comment identifier les publicités ? Principe 8 – Politique publicitaire

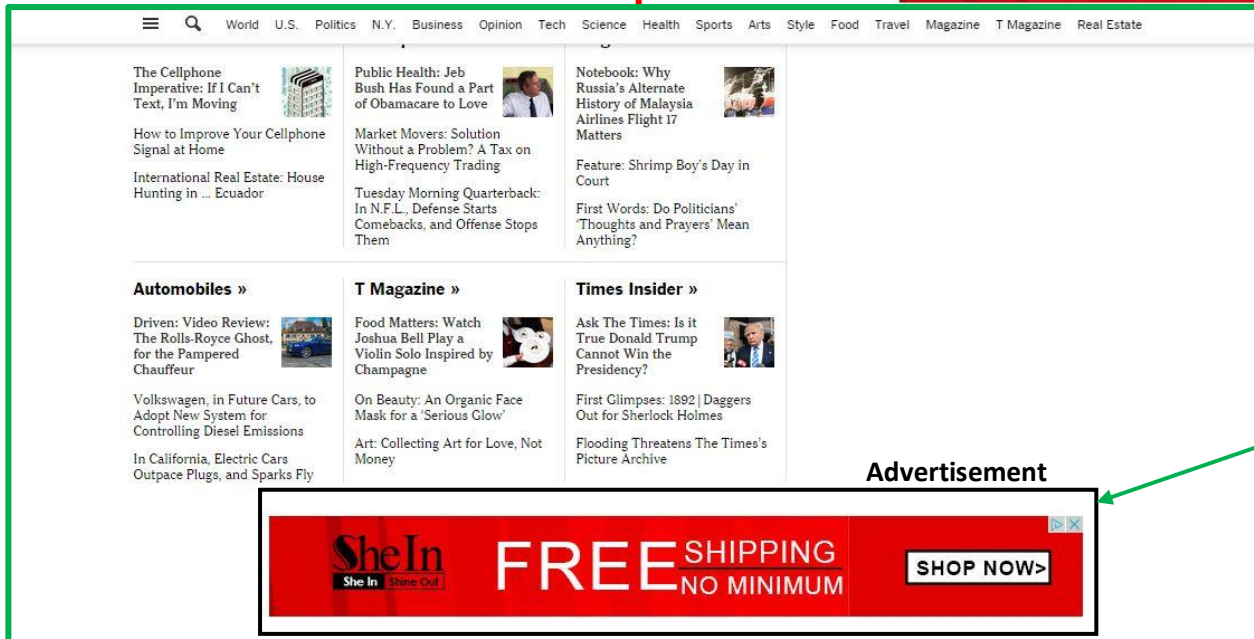
**AVANT :**

**Il n'y a aucune bordure autour de la publicité, elle est intégrée dans le contenu du site, et il n'y pas le mot « Publicité »**



**APRÈS :**

**Maintenant, il y a une bordure autour de la publicité, et le mot « Publicité », qui la différencie clairement du contenu de l'article.**



**AVANT :**

## Comment identifier les publicités ? Principe 8 – Politique publicitaire

**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  
Advanced stem cell treatment for autism and development disorder

[Dieses Essen schadet Darm](#)  
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?](#)

**Il n'y a aucune bordure autour de la publicité, elle est intégrée dans le contenu du site, même s'il y a le mot « Publicité ».**

APRÈS :

## Comment identifier les publicités ? Principe 8 – Politique publicitaire

The screenshot shows a website with a green border. On the left is a navigation menu with categories like '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?', and 'Autism in Children, Teens and...'. The main content area has a heading 'mental retardation - and people with autism can be chatty or silent, affectionate or cold, methodical or disorganized...' followed by a paragraph about autism diagnoses in 2013. Below this is an 'Ads' section with two advertisements: 'Treatment for autism' from www.wumedicalcenter.com and 'Dieses Essen schadet Darm' from darmgesundheit.bodyfokus.com. Below the ads are two bullet points: '• [What Are Pervasive Developmental Disorders?](#)' and '• [What Is Asperger Syndrome?](#)'. A green callout box with a black border points to the advertisement 'Dieses Essen schadet Darm'.

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  
Advanced stem cell treatment for autism and development disorder

[Dieses Essen schadet Darm](#)  
darmgesundheit.bodyfokus.com  
Diese 5 Lebensmittel verursachen Durchfall & Darmerkrankungen.

- [What Are Pervasive Developmental Disorders?](#)
- [What Is Asperger Syndrome?](#)

Maintenant, il y a une bordure autour de la publicité, qui la différencie clairement du contenu de l'article.