

Guide for the advertising of medicines for human consumption aimed at the public.  
From the Ministry of Health and Consumer Affairs and specifically the General Directorate of the Basic Portfolio of Pharmaceutical and SNS (the Spanish Health System) services. June 2019.  
Unofficial and non-binding translation; extract of medium-specific requirements

[https://www.sanidad.gob.es/areas/farmacia/publicaciones/guiaPublicidad/docs/Guia\\_Public\\_Mtos\\_Uso\\_Humano\\_Publico\\_junio\\_2019\\_2.pdf](https://www.sanidad.gob.es/areas/farmacia/publicaciones/guiaPublicidad/docs/Guia_Public_Mtos_Uso_Humano_Publico_junio_2019_2.pdf)

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### 3.5. SPECIFICATIONS FOR MEDIA / ADVERTISING EXECUTIONS

a) Television sponsorships: sponsorships in audiovisual communication services, linear and non-linear, conducted for medicines advertised to the public must ensure compliance with the legal requirements established for television sponsorships and for the advertising of medicines directed to the public:

1) Regarding sponsorships (Law 7/2010 of March 31 on General Audiovisual Communication and Royal Decree 1624/2011, approving the Regulation implementing General Act 7/2010 on Audiovisual Communication, in relation to television advertising;

- indicating the sponsorship at the beginning of the program, at the beginning of each resumption after intervals or at the end of it and
- identifying the sponsor verbally, visually or both
- the duration of the sponsorship may not exceed 10 seconds
- purchase should not be directly encouraged, in particular via specific promotional references to the products
- Advertising or promotional messages, telesales, excerpts from advertising or telesales messages, characteristics and presentation elements similar to advertising or telesales messages will not be permitted as sponsorships.

2) Regarding medicine advertising, it must include:

- the name of the medicine
- active ingredient (if it is a single drug)
- authorised therapeutic indication
- age (when it is part of the authorised indication)
- laboratory owner
- blue band with the message "Read the instructions for this medicine and consult the pharmacist"

If any of this information does not appear on the medicine's pack in the advertising execution or it is not legible, it will be included in an overprint on the advertising execution in the smallest and least invasive way possible.

Compliance with these conditions and those established in article 12 of Royal Decree 1624/2011 means that sponsorship is excluded from the calculation of the 12 minutes per clock hour allocated to commercial communications.

b) Audiovisual media: Article 80.2.f) of Royal Decree 1/2015 establishes that advertising messages for medicines that are broadcast in audiovisual media must comply with the accessibility conditions for people with disabilities established in the legal system for institutional advertising.

c) Cubes (cubos): All mandatory elements must appear on two consecutive faces of the cube to ensure their visibility by the consumer. Explanation of Cubos [here](#)

d) Digital Media: Given the interactivity and relationship of content that digital media allow, special attention must be paid to the context in which the advertising is placed, so that it is coherent and ethically correct and does not create confusion for the consumer about the true nature or purpose of the advertised product or about the advertiser.

1) Web pages. Pages or tabs where only medicines appear may include the blue band with the message "Read the instructions for this medicine and consult the pharmacist." In addition, it must be understood as intended for the public in Spanish territory, for example, using the .es domain, or including some reference to the fact that the page is in Spanish or that these are medicines authorised in Spain and/ or that the advertising is directed to the public resident in Spain.

2) Mobile applications. The application screens in which only medicines appear may include the message "Read the instructions for this medicine and consult the pharmacist" placed in the blue band or screen.

3) Banners, posts, ads on social networks, and other ads in digital media. These may include the message "Read the instructions for this medicine and consult the pharmacist" in the last bullet of the sequence inserted in the blue screen or band or, alternatively, the message in the blue band may be placed in all the bullets.

The transition between the scenes must be such that it allows the readability of the contents of the advertisement, while at the same time not discouraging the reading of the complete advertisement, preventing the user from giving up reading.

4) Advertisements in digital media with limited space (microbanners, tweets, SEM, etc.) As stated in Law 3/1991 on Unfair Competition, in the event that there is a limit of space or time to include all the mandatory information in advertising, the measures adopted by the advertiser to convey the information by other means will be considered and to this end, in the case of medicine advertising aimed at the public, the advertisement may include only:

- the name of the medicine
- the authorised indication
- the message "Read the instructions for this medicine here and consult the pharmacist" (Lea aquí las instrucciones de este medicamento y consulte al farmacéutico) in which the word 'here'/ aquí will include a direct link (with a single click) to the medicine's leaflet where you can consult the rest of the mandatory information in advertising of medicines aimed at the public (laboratory owner, age if it is part of the indication and active ingredient if the medicine is a single drug) or to a medicine's advertising in which all the information appears. This message will be inserted on the screen or blue band whenever the format permits.

Users must clearly understand that the rest of the mandatory information related to the medicine is included in said link. In the case of SEM (search engine) ads, since the advertising is identified with the word "Ad" and there is an obvious character limitation, the following only may be included:

- the name of the medicine
- the authorised indication
- a statement that the advertised product is a medicine
- direct link (with just one click) to the drug leaflet where you can consult the rest of the mandatory information in drug advertising aimed at the public (owner laboratory, age if it is part of the indication and active ingredient if the drug is a single drug) or to an advertisement for the medicine in which all this information appears, for example, the medicine's website.

Users must clearly understand that the rest of the mandatory information related to the medicine is included in said link.

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