

Can anyone advertise on Gravity FM?

Here at Gravity FM we try to make radio advertising as accessible as possible for all sorts of businesses, organisations and groups. However, we also have to balance this with the need to be responsible and to protect the public from misleading advice and information. We all have certain expectations about the organisations we deal with and the products we buy. Advertisers with Gravity FM must conform to accepted standards of public decency and adverts must be clear and not misleading. If your proposed advert may be unsuitable we will discuss this with you and work with you to resolve any issues.

As with all licensed broadcasters, we are also restricted by the censorship requirements put in place by the UK Government through OfCOM, the Advertising Standards Agency (ASA) and the Code of Advertising Practice (CAP).

- Certain products can never be advertised on radio e.g. smoking and tobacco;
- Certain organisations can never advertise on radio e.g. political and campaigning groups;
- Some products or organisations have to apply for special clearance to advertise.
- Some adverts have to be cleared in advance by [Radiocentre](#) (formerly RACC). We can guide you through the process if this is required.

Very rarely does this become an issue for most organisations but we do occasionally have applications that we have to reject on these grounds. To find out more about the censorship restrictions on broadcast advertising visit the [UK Code of Broadcast Advertising \(BCAP Code\) website](#).