## **Examples of Categories of Advertisers**



## **Accepted**

- Automotive
- Cell phones
- Cleaning companies
- Clothing
- Electronics
- Estate planning
- Eye glasses
- Furniture
- Government agencies
- Grocery stores
- Health Canada
- Health clubs
- Health food
- Health insurance
- Home cleaning companies
- Home-care services
- Homeopathic remedies and stores (cannot make health claims)
- Hotels
- Labs
- Laser eye surgery
- Laser hair removal
- Mastectomy clothing and boutiques
- Medical supply companies
- Patient transfer
- Radio, TV, newspapers
- Real estate agents
- Recreation hot tubs, pool, fitness equipment
- Retirement homes
- Retirement living
- Spas
- Sporting goods stores
- Travel
- Vitamins and supplements (cannot make health claims)

## **Not Accepted**

- Alcohol (exception: on-site location alcohol sponsorship at Hospital Foundation events is permitted)
- Any business in competition and/or conflict with Halton Healthcare's revenue generating businesses (i.e. Chiropody clinics, Medical Alarm Services, etc.) as identified by Business Development.
- Cannabis products
- Funeral homes
- Gambling
- Legal Services
- Labour unions and other bargaining organizations
- Medical malpractice and personal injury lawyers
- Physiotherapy, massage therapy, chiropractor
- Political or trade union membership affiliation
- Pornography
- Prescription pharmaceuticals
- Racial or ethnic information
- Religion of religious beliefs
- Sexual orientation/behaviour
- Smoking/tobacco products
- Social cause ads
- Unregistered/unlicensed massage