

Wirral Council online advertising category approval list

Category	Approved	Not Approved
Alcohol - Beer/Wine		x
Alcohol - Hard Alcohol		x
Auto - Classifieds	y	
Auto - Dealerships	y	
Auto - Manufacturers	y	
Auto - Other	y	
Bingo/Lottery		x
Books / Magazines	y	
Business	y	
Car Rental	y	
Casino / Gambling		x
Charity / Non Profit	y	
Cigarettes / Cigars / Tobacco		x
Classifieds	y	
Clothing	y	
Clothing - Shoes/Footwear	y	
Clothing - Undergarments		x
Condoms / Birth Control / Sexual Health		x
Coupons / Deals		x
Credit Card	y	
Credit Reporting	y	
Dating		x
Diet / Weight Loss	y	
Directory Services	y	
Education	y	
Education - Colleges/Universities	y	
Electronics	y	
Employment / Jobs / Consulting	y	
Entertainment	y	
Financial - Banks	y	
Financial - Other		x
Financial - Stock/Investment		x
Financial Services - Tax Providers		x
Fitness / Wellness		x
Flowers	y	
Food / Beverage	y	
Fostering agencies		x
Furniture	y	
Gaming		x
Gaming - Online Games		x
Gaming - Video Games		x
Government	y	
Grocery Store / Supermarket	y	
Guns / Ammo / Weapons		x
Home Appliances	y	
Home Furnishings	y	
Home Improvement / Landscaping	y	
Home Security	y	
Hotels / Resorts / Spa	y	
Household Items	y	

Information	y		
Insurance	y		
Insurance - Auto	y		
Insurance - Health	y		
Insurance - Home	y		
Insurance - Life	y		
Jewellery / Accessories	y		
Legal / Lawyers		x	
Local theatres (except the Floral Pavilion)			
Loans - Home/Mortgages		x	
Loans - Other		x	
Loans - Student/Financial Aid	y		
Low Quality		x	
Marketing / Advertising	y		
Medical - Health/Vision/Dental	y		
Medical - Hospitals	y		
Medical - Plastic Surgery		x	
Medical - Quit Smoking Aids	y		
Mobile Devices / Cell Phones	y		
Movie / Film / DVD		x	
Museums	y		
Music	y		
News / Newspaper	y		
Online Videos		x	
Other		x	
Personal Care - Beauty/Cosmetics	y		
Personal Care - Dental/Teeth	y		
Personal Care - Hair Care	y		
Personal Care - Skin Care	y		
Pets / Animals	y		
Pharmaceutical / Drugs		x	
Photography / Art	y		
Political		x	
Psychics		x	
Radio	y		
Real Estate	y		
Religious		x	
Restaurant / Nightclub		x	
Retail Sales	y		
Search - People or Schools	y		
Search Engine	y		
Social Network	y		
Sports	y		
Technology - Computers/Networking		x	
Technology - Software		x	
Telecom - Cable/Satellite TV	y		
Telecom - ISP/Home Phone	y		
Telecom - Wireless/Mobile	y		
Television	y		
The Sun newspaper		x	
Ticket Service	y		
Travel	y		

Utilities - Electric/Energy/Oil/Power	y	
Virus Scanner		x
Web Hosting		x