

\*\*\* DRAFT - NOT YET FILED \*\*\*

1301:8-8-06

**Advertising.**

(A) Every advertisement placed, or caused to be placed, by a licensed check-cashing business shall:

(1) State the name of the licensed check-cashing business as printed on its license. If a licensed check-cashing business has been approved by the superintendent to conduct business using a trade name or fictitious name, it may use its name, trade name, or fictitious name, or any combination of them, as they appear on its license;

(2) State its license number or the license number of its main office location; and

(3) State the address as listed on its license or the address of its main office location.

(B) When the information required by paragraph (A) of this rule appears in a written advertisement, it shall be clearly legible to a reasonable person.

(C) Paragraph (A) of this rule shall not apply to advertising done on pens, pencils, pocket calendars, balloons, coffee mugs, and similar promotional items.

(D) Website advertising shall comply with paragraph (A) of this rule by placing the required information on every viewable web page of the website. In the alternative, a licensed check-cashing business may place a hyperlink on every viewable web page which links directly to a web page that contains the required information.

(E) A licensed check-cashing business shall keep its website advertising pertaining to its check-cashing business current by updating or having updated its advertising no later than thirty calendar days after any information becomes outdated or expired.

(F) Advertisements shall not contain unqualified superlatives, including, but not limited to, "lowest fees," "lowest charges," or words of similar import.

Replaces: 1301:8-8-06

Effective:

Five Year Review (FYR) Dates:

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Certification

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Date

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