

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current by updating or having updated its advertising no later than thirty calendar days after any information becomes outdated or expired.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.

Five Year Review (FYR) Dates:

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Certification

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Date

Promulgated Under:	119.03
Statutory Authority:	1315.27
Rule Amplifies:	1315.27
Prior Effective Dates:	01/22/1995, 11/13/1997, 05/01/2010, 09/19/2016