



Ohio Administrative Code Rule 1301:8-11-03 Advertising.

Effective: September 1, 2009

(A) Any advertising for business subject to sections 1321.35 to 1321.48 of the Revised Code shall not be false, misleading or deceptive.

(B) In connection with division (P) of section 1321.41 of the Revised Code, every licensee shall maintain in each licensed office or in a central location, approved by the division of financial institutions, a records file of all advertising, including newspaper, magazine, direct mailing, facsimile advertising and solicitations, roadside advertising, internet and scripts of radio and television commercials, for a period of two years from the date disseminated. A record or other file shall be readily available for inspection by the division of financial institutions at all times during normal business hours. Every licensee shall upon the surrender or cancellation of its license notify the division of financial institutions in writing of the location of the record or file.

(C) Every advertisement placed, or caused to be placed, by a licensee shall:

(1) Clearly identify the licensee by stating its name as printed on its license. Provided that, where a licensee has received the approval of the superintendent of the division of financial institutions to conduct business under a trade or alternative name, the licensee may use its true, trade or alternative name, or any combination of them, as they appear on the license issued by the division.

(2) List or disclose its address; and

(3) List or disclose its license number.
