

11 NCAC 12 .0432 LIFE INSURANCE ADVERTISING: ADVERTISING EXPENSE

Total advertising expense incurred by the insurer or by an affiliated corporation on behalf of the insurer for the purposes of solicitation and conservation of life insurance business shall be included as line items in the expense exhibits of all statutory financial statements filed by a licensed insurer with the department.

History Note: *Authority G.S. 58-2-40; 58-58-40; 58-63-15;*
 Eff. February 1, 1976;
 Readopted Eff. September 26, 1978;
 Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. May 1,
 2018.