

**11 NCAC 12 .1017            REQUIREMENTS FOR ADVERTISING**

Every insurer, health care service plan or other entity providing long-term care insurance or benefits in this State shall provide a copy of any long-term care insurance advertisement intended for use, whether through written, radio or television medium, to the Commissioner for approval. In addition, all advertisements shall be retained by the insurer, health care service plan or other entity for at least three years from the date the advertisement was first used.

*History Note:*     *Authority G.S. 58-2-40(1); 58-55-30(a); 58-55-30(j);  
Eff. December 1, 1992;  
Amended Eff. August 1, 2002;  
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. May 1,  
2018.*