



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

Effective: [October 14, 2024](#)

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Each advertisement placed, or caused to be placed, by a licensee shall do all of the following:

- (A) Clearly identify the licensee by stating the licensee's 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 the licensee's true, trade, or alternative name, or any combination of them, as they appear on the license issued by the division;
  - (B) List the licensee's address;
  - (C) List the licensee's license number.
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