



Ohio Administrative Code Rule 1301:8-5-02 Advertising.

Effective: [March 21, 2024](#)

(A) The word "advertisements" as used in section 4727.16 of the Revised Code includes all printed, published, displayed, distributed, broadcast, or internet advertising or promotion, including all websites and social media posts. Advertisements does not include storefront signs, business cards, team jerseys, or any de minimis promotional materials, such as pens, pencils, balloons, or clothing.

(B) Every licensee shall maintain in each licensed location or in a central location, approved by the superintendent 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 last disseminated. A record or other file shall be readily available for inspection by the division of financial institutions at all times. Every licensee shall notify the division of financial institutions in writing of the location of the record or file. All licensees shall, upon the request of the superintendent, provide to the division of financial institutions any printed or electronic advertising done regarding any business conducted under Chapter 4727. of the Revised Code.
