



Ohio Administrative Code Rule 1501-4-03 Advertising.

Effective: May 4, 2000

Advertising is the nonpersonal communication of information, paid for and usually persuasive in nature, about products, services, or viewpoints by identified sponsors through various media.

The department may accept advertising in communication media including but not limited to brochures, posters, maps, newspapers, periodicals, flyers, place mats, web pages, television segments, and video productions. The department reserves the right to select advertisers based on the compatibility and propriety of the advertiser with a medium and with the mission and goals of the department. Money, material and equipment must be accounted for in accordance with state policies and procedures.

The department will not accept advertising for illegal activities, tobacco products, alcoholic beverage products or advertising that contains or conveys a political message or portrays any unsafe or improper activity or one that is demeaning to any protected class, including but not limited to minorities, ethnic groups or women.

All publications carrying advertising will include a disclaimer of department approval or endorsement of advertised products or advertisers.

The department may reject advertising from any entity whose activities are either intended or may be construed to influence the outcome of any election, department permitting, contracting or other regulatory program.
