**Section 600.800 Price Per Gallon or Liter in Advertisement**

Petroleum product retailers in Illinois shall, if they elect to advertise the unit price of their petroleum products (curb, storefront, billboard, etc.), display the price per gallon or liter. The advertised price shall equal the computer price setting shown on the liquid petroleum metering pumps.

(Source: Amended at 28 Ill. Reg. 15456, effective November 22, 2004)