**Section 100.50 Advertising**

a) General Requirements:

Federal Alcohol Administration Regulation No. 4 relating to the advertising of wine (27 CFR 4 (1998), no subsequent dates or editions), Federal Alcohol Administration Regulation No. 5 relating to the advertising of distilled spirits (27 CFR 5 (1998), no subsequent dates or editions) and Federal Alcohol Regulation No. 7 relating to the advertising of malt beverages (27 CFR 7 (1998), no subsequent dates or editions) are hereby adopted and made a part of this Section for advertising of wine, distilled spirits and malt beverages insofar as the federal regulations are not contrary to, or inconsistent with, the provisions of the laws of Illinois or this Part.

b) Advertising:

1) No licensee, or the agent or representative thereof, may advertise any alcoholic beverage in any medium intended for circulation, viewing or listening within this State unless such advertisement is in conformity with the provisions of this Part.

2) Such advertisement shall conform to the approved label upon the immediate container of the alcoholic liquor advertised.

3) Such advertisements shall not contain illustrations of children nor shall they make use of any material which would make a special appeal to juveniles.

4) Such advertisements shall not contain any material which is false or untrue in any respect.

(Source: Amended at 23 Ill. Reg. 3787, effective March 15, 1999)