**Section 2650.50 Exchange of Advertising**

Advertising in Department publications or on electronic programs will be considered under the following circumstances:

a) the goods or services offered in exchange time must be approximately equal in value to the cost of the advertising space or time allotted in the Department-produced medium;

b) the advertiser shall pay a bid amount, or, if no acceptable bid is received, a negotiated amount at least equal to the cost of printing the document or a portion of the document in which the advertising appears; or

c) the advertisement is determined by the Director to be in the public interest and is a furtherance of the Department's duties to provide public information, in which case the goods or services offered in exchange may be less than the actual cost of producing and distributing the medium.