**Section 909.30 Applicability**

a) This Part shall apply to any life insurance or annuity advertisement intended for dissemination in this State.

b) Every insurer shall establish and at all times maintain a system of control over the content, form and method of dissemination of its advertisements. All such advertisements, regardless of by whom written, created, designed or presented, shall be the responsibility of the insurer.

(Source: Amended at 22 Ill. Reg. 3027, effective June 1, 1998)