**Section 909.90 Advertising Records and Certificate**

a) Each insurer shall maintain at its home or principal office a complete file containing a specimen copy of every printed, published or prepared advertisement hereafter disseminated in this State, with a notation indicating the manner and extent of distribution and the form number of any policy advertised. The file shall be subject to inspection by this Department. All the advertisements shall be maintained in the file for a period of either four years or until the filing of the next regular report of examination of the insurer, whichever is the longer period of time.

b) Every insurer subject to the provisions of this Part shall prepare and maintain a certificate of compliance that will be placed on file with the company, together with the materials identified in subsection (a). The certificate shall be executed by an authorized officer of the insurer wherein it is stated that, to the best of his or her knowledge, information and belief, the advertisements which were disseminated by or on behalf of the insurer in this State during the preceding statement year, or during the portion of such year when this Part was in effect, complied or were made to comply in all respects with the provisions of this Part and the Insurance Laws of this State as implemented and interpreted by this Part.

(Source: Amended at 31 Ill. Reg. 12732, effective January 1, 2008)