**Section 2010.20 Applicability**

a) This Part shall apply to any "advertisement" of Medicare supplement insurance as that term is defined herein, unless otherwise specified in this Part, which the insurer knows or reasonably should know is intended for presentation, distribution or dissemination in this State when such presentation, distribution or dissemination is made either directly or indirectly by or on behalf of an insurer or producer of this State.

b) Every insurer shall establish and at all times maintain a system of control as required by this Part over the content, form and method of dissemination of all of its Medicare supplement insurance advertisements. All such advertisements, regardless of by whom written, created, designed or presented, shall be the responsibility of the insurers benefiting directly or indirectly from their dissemination.

c) Advertising materials which are reproduced in a quantity of 50 or more copies shall be identified by form numbers. Such identification shall distinguish an advertisement from any other advertising materials, policies, applications or other materials used by the insurer.