**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION A Guideline to Section 2010.30**

This Part applies to any "advertisement" as that term is defined in Section 2010.30(a), (h), (i), and (j) unless otherwise specified in this Part. This Part applies to group, blanket and individual Medicare supplement insurance advertisements. Certain distinctions, however, are applicable to these categories. Among them is the level of conversance with insurance, a factor which is covered by Section 2010.50(a).