**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION E Guideline to Section 2010.50(a)**

The requirements of Section 2010.50(a) must be applied in conjunction with Sections 2010.10 and 2010.40. This Section refers specifically to "format and content" of the advertisement and the "overall" impression created by the advertisement. This involves factors such as, but not limited to, the size, color and prominence of type used to describe benefits. The word "format" means the arrangement of the text and the captions.

This Section requires distinctly different advertisements for publication in newspapers or magazines of general circulation, as compared to scholarly, technical or business journals and newspapers. Where an advertisement consists of more than one piece of material, each piece of material must, independent of all other pieces of material, conform to the disclosure requirements of this Section.