**Section 1285.245 Advertising**

a) Advertising shall contain all information necessary to make the communication informative and not misleading. Advertising shall identify the type of license held by the licensee whose services are being promoted. The form of advertising shall be designed to communicate the information contained in the advertisement to the public in a direct, dignified and readily comprehensible manner.

b) If an advertisement is communicated to the public over television or radio, it shall be prerecorded and approved for broadcast by the physician, and a recording of the actual transmission, including videotape, shall be retained for at least 3 years by the physician.

c) Advertising shall otherwise comply with Section 26 of the Act.

(Source: Amended at 29 Ill. Reg. 18823, effective November 4, 2005)