**Section 1300.470 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 information 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 advanced practice registered nurse and a recording of the actual transmission, including videotape, shall be retained, for at least 5 years, by the advanced practice registered nurse.

c) If an advanced practice registered nurse has a doctorate degree, when identifying himself or herself as "doctor" in a clinical setting, the APRN must clearly state that his or her educational preparation is not in medicine and that he or she is not a medical doctor or physician.

d) Advertising shall otherwise comply with Section 65-55 of the Act.

(Source: Amended at 43 Ill. Reg. 6924, effective June 14, 2019)