**Section 1458.240 Advertising**

a) For purposes of this Section, the term "advertisement" means any advertisement, solicitation, or other communication with the public in relation to the offer or sale of Illinois personal property warehouse storage service. The term shall include advertisement by radio, television, internet, computer media or any other medium.

b) Each personal property warehouse shall include in every advertisement the full name of the warehouse as it appears on its Commission issued license. The advertisement shall also identify the warehouse by showing the license number assigned to the warehouse by the Commission.

c) Personal property warehouses shall not misrepresent the scope of services offered and made available to the public under authority of the license issued by the Commission.

d) No applicant for a personal property warehouse license shall advertise by any means until authority to operate has been issued by the Commission.