

**11 NCAC 12 .0518          ADVERTISING: DISCLOSURE OF REQUIRED INFORMATION**

All information required to be disclosed shall be set out conspicuously and in close conjunction with the statements to which such information relates or under appropriate captions of such prominence that it shall not be minimized, rendered obscure or presented in an ambiguous fashion or intermingled with the context of the advertisement so as to be confusing or misleading.

*History Note:*      *Authority G.S. 58-2-40(1); 58-63-15;*  
*Eff. February 1, 1976;*  
*Readopted Eff. September 26, 1978;*  
*Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. May 1,*  
*2018.*