



ADMINISTRATIVE RULES OF MONTANA



6.6.3113A FILING REQUIREMENTS FOR ADVERTISING

- (1) Every issuer, health service corporation or health maintenance organization or other entity providing long-term care insurance or benefits in Montana shall provide a copy of any long-term care insurance advertisement intended for use in this state whether through written, radio or television medium to the commissioner of insurance for review or approval by the commissioner. In addition, all advertisements shall be retained by the issuer, health service corporation, health maintenance organization or other entity for at least three years from the date the advertisement was first used.
- (2) The commissioner may exempt from these requirements any advertising form or material when, in the commissioner's opinion, this requirement may not be reasonably applied.
- (3) All advertising and marketing materials must prominently display the specific kind and type(s) of long-term care benefits insured.

Authorizing statute(s): 33-1-3113 and 33-22-1121, MCA

Implementing statute(s): 33-22-1103, MCA

History: NEW, 1998 MAR p. 3271, Eff. 12/18/98.