

OPTION ONE

1 Adopt 2 Cal. Code Regs., Section 18450.7 to read:

2 **§ 18450.7. Disclosure for Advertisements in Formats Not Specifically Addressed.**

3 (a) A written advertisement, as defined in Section 84501, for which a disclosure
4 requirement has not been specifically addressed in Article 5 of Chapter 4 and related regulations
5 must display the disclosures required by Sections 84502, 84503, and 84506.5 with sufficient
6 contrast and size that is easily readable by the average viewer.

7 (b) If the advertisement is of a size similar to the size of advertisements that are designed
8 to be individually distributed, such as the size of a mailer, flyer or doorhanger, the font shall be in
9 an Arial equivalent type with a type size of at least 10-point. Small items listed in Section
10 84501(a)(2)(D) do not require disclosures.

11 (c) If the advertisement is larger than advertisements designed to be individually
12 distributed, such as the size of a yard sign or billboard, the font size for each line of the
13 disclosures must be at least five percent of the height of the advertisement.

14 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502,
15 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.4, 84504.5, 84504.6, 84504.7, 84505, 84506.5,
16 and 84509, Government Code.