

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

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

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

9 (b) If the advertisement is of a size similar to the size of advertisements that are designed  
10 to be individually distributed, such as the size of a mailer, flyer or doorhanger, the font shall be in  
11 an Arial equivalent type with a type size of at least 10-point. Small items listed in Section  
12 84501(a)(2)(D) do not require disclosures.

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

16 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502,  
17 84503, 84504, 84504.1, 84504.2, 84504.3, 84504.4, 84504.5, 84504.6, 84504.7, 84505, 84506.5,  
18 and 84509, Government Code.