

1 Adopt 2 Cal. Code Regs., Section 18450.8 to read:

2 **§ 18450.8. Advertisements on Listening Applications that are Both Audio and Visual.**

3 An electronic media advertisement subject to Section 84504.3 that is on a listening  
4 application that uses both audio and visual format simultaneously must include the following  
5 disclosures:

6 (a) The visual portion of the advertisement must follow the disclosure requirements for  
7 electronic media advertisements, as described in Section 84504.3(b) and (g).

8 (b) The audio portion of the advertisement must follow the disclosure requirements for  
9 radio advertisements, as described in Sections 84504 and 84504.4, unless the advertisement is in a  
10 video format that already requires a spoken disclosure pursuant to Section 84054.5(b).

11 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84504,  
12 84504.3, and 84504.4, Government Code.