

2500.0510 ADVERTISING.

All advertising must use the word "chiropractor" or "chiropractic" in the name of the clinic or incorporate it into the body of the advertisement as follows:

A. all written advertisements must make the chiropractic reference in a print size or emphasis equal to the average print size or emphasis utilized in the rest of the advertisement; and

B. all verbal advertisements must make the chiropractic reference in a form as audible as the rest of the advertisement.

Statutory Authority: *MS s 148.08*

History: *19 SR 734*

Published Electronically: *August 24, 2011*