

**7515.0730 LETTERING; CONSPICUOUSNESS OF MANDATORY STATEMENTS.**

Statements required by parts 7515.0700 to 7515.0780 to be stated in any written, printed, or graphic advertisement shall appear in lettering or type of a size, kind, and color sufficient to render them both conspicuous and readily legible. In particular:

A. Required information shall be stated against a contrasting background and in type or lettering which is at least the equivalent of eight-point type.

B. Required information shall be so stated as to appear to be a part of the advertisement and shall not be separated in any manner from the remainder of the advertisement.

C. Where an advertisement relates to more than one product, the required information shall appear in such manner as to clearly indicate the particular products to which it is applicable.

D. Required information shall not be buried or concealed in unrequired descriptive matter or decorative designs.

**Statutory Authority:** *MS s 299A.02*

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