

7515.0770 ADVERTISEMENT APPROVAL.

Subpart 1. **Submitting materials to commissioner.** Except as provided in parts 7515.0700 to 7515.0750, all out-of-state distillers, rectifiers, winers, brewers, and wholesale distributors and Minnesota manufacturers and wholesale distributors on-sale, off-sale, or municipally owned liquor stores or any agents thereof shall submit in duplicate all advertisements of alcoholic beverages to the commissioner for approval before publication.

Subp. 2. **No publication without approval.** Except as provided in parts 7515.0700 to 7515.0750, no licensee shall publish, cause to be published, or offer for publication in any newspaper, periodical, or other advertising media, including radio and television broadcasting, or through any outdoor or other advertising agency any advertisement for intoxicating liquor unless the copy or transcript of the proposed advertisement shall have been first approved by the commissioner and shall have affixed thereto the commissioner's stamp of approval.

Statutory Authority: *MS s 299A.02*

History: *17 SR 1279*

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