

## ADVERTISEMENTS OF LIFE INSURANCE AND ANNUITIES MODEL REGULATION

### What are the state pages?

This chart is intended to provide readers with additional information to more easily access state statutes, regulations, bulletins or administrative rulings related to the NAIC model. Such guidance provides readers with a starting point from which they may review how each state has addressed the model and the topic being covered. The NAIC Legal Division has reviewed each state's activity in this area and has determined whether the citation most appropriately fits in the Model Adoption column, Previous Version column, or Related Activity column based on the definitions listed in the key below. The NAIC's interpretation may or may not be shared by the individual states or by interested readers.

### How do you use them?

States and territories are listed alphabetically in the chart. Locate the state or territory you are interested in, and depending on which column the citation falls under, you will know whether the NAIC Legal Division has deemed a state's law to be adoption of a model or not. To perform further research, use the citations to locate state laws.

### Who do I speak to if I have questions?

If you have questions or believe information related to a state should be updated, please contact Jennifer Neuerburg at [jneuerburg@naic.org](mailto:jneuerburg@naic.org).

***Disclaimer:** This chart does not constitute a formal legal opinion by the NAIC staff on the provisions of state law and should not be relied upon as such. Nor does this state page reflect a determination as to whether a state meets any applicable accreditation standards. Every effort has been made to provide correct and accurate summaries to assist readers in locating useful information. Readers should consult state law for further details and for the most current information.*

**ADVERTISEMENTS OF LIFE INSURANCE AND  
ANNUITIES MODEL REGULATION**

**STATE PAGE KEY:**

**MODEL ADOPTION:** States that have citations identified in this column adopted the most recent version of the NAIC model in a **substantially similar manner**. This requires states to adopt the model in its entirety but does allow for variations in style and format. States that have adopted portions of the current NAIC model will be included in this column with an explanatory note.

**PREVIOUS VERSION:** States that have citations identified in this column (and nothing listed in the Model Adoption column) have enacted an older version of the model but have **not** adopted the most recent version of the NAIC model.

**RELATED ACTIVITY:** Examples of Related Activity include but are not limited to statutes or regulations addressing the same subject matter, or other administrative guidance such as bulletins and notices. States that have citations identified in this column (and nothing listed in the Model Adoption column) have **not** adopted the most recent version of the NAIC model in a **substantially similar manner**.

**NO CURRENT ACTIVITY:** No state activity on the topic as of the date of the most recent update. This includes states that have repealed legislation as well as states that have never adopted legislation.

<b>NAIC MEMBER</b>	<b>MODEL ADOPTION</b>	<b>PREVIOUS VERSION</b>	<b>RELATED ACTIVITY</b>
Alabama		ALA. ADMIN. CODE r. 482-1-132 (1981/2004).	
Alaska	NO CURRENT ACTIVITY		
American Samoa	NO CURRENT ACTIVITY		
Arizona		ARIZ. ADMIN. CODE § R20-6-202 (1969/2007).	
Arkansas		ARK. ADMIN. CODE §§ 054-00-991 to 054-00-99-14 (2011).	
California		CAL. ADMIN. CODE §§ 2547 to 2547.11 (1975).	
Colorado		3 COLO. CODE REGS. § 702-4:4-1-2 (1974/2014).	
Connecticut		CONN. AGENCIES REGS. §§ 38a-819-21 to 38a-819-31 (1976/1992).	
Delaware	NO CURRENT ACTIVITY		
District of Columbia	NO CURRENT ACTIVITY		

**ADVERTISEMENTS OF LIFE INSURANCE AND  
ANNUITIES MODEL REGULATION**

<b>NAIC MEMBER</b>	<b>MODEL ADOPTION</b>	<b>PREVIOUS VERSION</b>	<b>RELATED ACTIVITY</b>
Florida		FLA. ADMIN. CODE ANN. r. 69O-150.101 to 69O-150.122 (1973/2000).	FLA. ADMIN. CODE ANN. r. 69W-100.007 (1979/2014).
Georgia		GA. COMP. R. & REGS. 120-2-11 (1965/2007).	
Guam	NO CURRENT ACTIVITY		
Hawaii	NO CURRENT ACTIVITY		
Idaho	NO CURRENT ACTIVITY		
Illinois		ILL. ADMIN. CODE tit. 50, §§ 909.10 to 909.120 (1976/2007).	
Indiana	NO CURRENT ACTIVITY		
Iowa			IOWA ADMIN. CODE r. §§ 191-15.1 to 191-15.14 (1997/2011) (portions of health advertising regulation).
Kansas		KAN. ADMIN. REGS. §§ 40-9-118 (1977/2014).	BULLETIN 2014-1 (2014).
Kentucky			806 KY. ADMIN. REGS. 12:010 to 12:020 (1975/2007).
Louisiana		LA. ADMIN. CODE §§ 37:XIII.4101 to 37:XIII.4123 (Regulation 60) (1997/2018).	
Maine	NO CURRENT ACTIVITY		
Maryland			MD. CODE REGS. §§ 31.15.01.01 to 31.15.01.10 (1970).
Massachusetts	NO CURRENT ACTIVITY		
Michigan		MICH. ADMIN. CODE r. 500.1371 to 500.1387 (1984/1997).	

**ADVERTISEMENTS OF LIFE INSURANCE AND  
ANNUITIES MODEL REGULATION**

<b>NAIC MEMBER</b>	<b>MODEL ADOPTION</b>	<b>PREVIOUS VERSION</b>	<b>RELATED ACTIVITY</b>
Minnesota			MINN. R. 2790.0100 to 2790.2200 (1971/1989).
Mississippi	NO CURRENT ACTIVITY		
Missouri	MO. CODE REGS. ANN. tit. 20, § 400-5.100 (1976/2016).		
Montana	NO CURRENT ACTIVITY		
Nebraska		210 NEB. ADMIN. CODE ch. 50, §§001 to 014 (1990/2008).	
Nevada	NO CURRENT ACTIVITY		
New Hampshire		N.H. CODE ADMIN. R. ANN. INS. 2602.01 to 2602.11 (2008/2016).	
New Jersey		N.J. ADMIN. CODE §§ 11:2-23.1 to 11:2-23.10 (1985/2013).	
New Mexico	NO CURRENT ACTIVITY		
New York		N.Y. COMP. CODES R. & REGS. tit. 11, §§ 219.1 to 219.7 (Regulation 34-A) (1980/2006).	
North Carolina		11 N.C. ADMIN. CODE §§ 0424 to 0433 (1978/1992).	
North Dakota		N.D. ADMIN. CODE §§ 45-04-10-01 to 45-04-10-08 (1988/2006).	
Northern Marianas	NO CURRENT ACTIVITY		
Ohio			OHIO ADMIN. CODE 3901-6-01 (1997/2018).
Oklahoma		OKLA. ADMIN. CODE §§ 365:10-3-30 to 365:10-3-39 (1990/2015).	
Oregon			BULLETIN 2009-7 (2009).

**ADVERTISEMENTS OF LIFE INSURANCE AND  
ANNUITIES MODEL REGULATION**

<b>NAIC MEMBER</b>	<b>MODEL ADOPTION</b>	<b>PREVIOUS VERSION</b>	<b>RELATED ACTIVITY</b>
Pennsylvania			31 PA. CODE §§ 51.1 to 51.43 (1973/1976).
Puerto Rico	NO CURRENT ACTIVITY		
Rhode Island		230 R.I. CODE R. §§ 20-25-5.1 to 20-25-5.13 (2009).	
South Carolina	NO CURRENT ACTIVITY		
South Dakota			S.D. ADMIN. R. 20:06:10 (1973/2012) (based on accident and health insurance model at page 40-1).
Tennessee		TENN. COMP. R. & REGS. 0780-1-33-.01 to 0780-1-33-.13 (1976).	
Texas			28 TEX. ADMIN. CODE §§ 21.101 to 21.114 (1981/2010).
Utah			UTAH ADMIN. CODE R590-130 (1989/2012) (based on accident and health insurance advertising model at 40-1).
Vermont			VT. ADMIN. CODE. §§ 4-3-4:1 to 4-3-4:9; Appx. A to C (Regulation 77-2) (1978/1980).
Virgin Islands	NO CURRENT ACTIVITY		
Virginia		14 VA. ADMIN. CODE §§ 5-41-10 to 5-41-160 (2011).	
Washington		WASH. ADMIN. CODE 284-23-010 to 284-23-110 (1975/2010).	
West Virginia		W. VA. CODE R. §§ 114-11-1 to 114-11-11 (1974/20).	
Wisconsin			WIS. ADMIN. CODE INS. § 2.16 (1984/2015).
Wyoming	NO CURRENT ACTIVITY		