**Section 210.140 Advertising**

a) Licensees shall not make reference in any form of advertising, such as newspapers, circulars, letters, radio, or other media, to "low rates", "lower rates", "lowest rates" or "lowest cost", nor shall licensees indicate, by direct or indirect means, through such expression as "low cost", "lower cost", "low payments", "lower payments" or "easier to repay", that the charges or payments for a loan are low.

b) Upon specific request by the Division, licensees shall forward to the Supervisor of the Consumer Credit Section the complete text of all advertising copy, whether printed or broadcast, that is the subject of questions raised concerning compliance with the Act.

c) A licensee may indicate in advertising and otherwise that its business is "regulated", "examined", "supervised" or "licensed" by the State of Illinois. A licensee may not advertise in a false, misleading or deceptive manner or imply or indicate that the rates or charges for loans made are "approved", "set" or "established" by the State or by the Act.

d) The licensee shall not advertise the conduct of business other than at the licensed location or other location approved by the Director.