**Section 2002.APPENDIX A Guidelines**

**Section 2002.ILLUSTRATION G Guideline to Section 2002.60(a)**

a) This Section must be applied in conjunction with Sections 2002.20 and 2002.50 of this Part. This Section refers specifically to "format and content" of the advertisement and the "overall" impression created by the advertisement. This involves factors such as, but not limited to, the size, color and prominence of type used to describe benefits. The word "format" means the arrangement of the text and captions.

b) The Part requires distinctly different advertisements for publication in newspapers or magazines of general circulation as compared to scholarly, technical or business journals or newspapers. Where an advertisement consists of more than one piece of material, each piece of material must, independent of all other pieces of material, conform to the disclosure requirements applicable to the appropriate form of advertisement as defined in Section 2002.40 of this Part.