**Section 2010.APPENDIX A Interpretive Guidelines**

**Section 2010.ILLUSTRATION V Guideline to Section 2010.140(a)**

This Section prohibits advertising representing that a product is offered on an introductory, initial or special offer basis or otherwise which will not be available later; or is available only to certain individuals, unless such is the fact. This Section prohibits the repetitive use of such advertisements. Where an insurer uses enrollment periods as the usual method of advertising these policies, this Section prohibits describing an enrollment period as a special opportunity or offer for the applicant.