**20:06:10:04.  Form and content of health and life insurance advertisements or solicitations.** Advertisements and solicitations must be truthful and not misleading in fact or by implication. Words or phrases, the meaning of which is clear only by implication or by familiarity with insurance terminology, may not be used.

A display of guaranteed and nonguaranteed benefits in an advertisement or solicitation for a life insurance policy must be identified and must be placed adjacent to each other.

**Source:** 4 SDR 6, effective August 9, 1977; 12 SDR 151, 12 SDR 155, effective July 1, 1986; 15 SDR 143, effective March 29, 1989; 27 SDR 54, effective December 4, 2000; 38 SDR 116, effective January 10, 2012.

**General Authority:** SDCL 58-33A-7.

**Law Implemented:** SDCL 58-33-5, 58-33-6; 58-33A-8, 58-33A-10.