**20:06:21:30.  Filing requirements for advertising -- Exemption.** Each insurer, health care service plan, or other entity providing long-term care insurance or benefits in this state shall provide a copy of any long-term care insurance advertisement intended for use in this state, whether through written, radio, or television medium, to the director for review within 30 days of its use. In addition, all advertisements shall be retained by the insurer, health care service plan, or other entity for at least five years from the date the advertisement was first used. The director may exempt from the requirements in this section any advertising form or material if, in the director's opinion, any requirement may not be reasonably applied.

 **Source:** 22 SDR 97, effective December 18, 1995.

 **General Authority:** SDCL 58-17B-4.

 **Law Implemented:** SDCL 58-17B-12.