

**Kansas Administrative Regulations
Agency 40. Insurance Department
Article 1. General**

40-1-16 Insurance companies; approval of forms; advertising.

(a) An application form, policy form, plan, certificate of coverage, rider, endorsement, or other form to be attached to a policy, shall not contain advertising which:

- (1) Misleads,
- (2) does not materially facilitate understanding of the form; or
- (3) does not facilitate identification of the insurer.

(Authorized by K.S.A. 40-103, 40-2404a; implementing K.S.A. 40-216, 40-2404; effective Jan. 1, 1966; amended Jan. 1, 1968; amended May 1, 1979; amended May 1, 1986.)