

**Kansas Administrative Regulations
Agency 40. Insurance Department
Article 9. Advertising**

40-9-100 Accident and sickness insurance; advertising.

The national association of insurance commissioners' "advertisements of accident and sickness insurance model regulation," April 1999 edition, is hereby adopted by reference, subject to the following exceptions:

(a) Section 1 is not adopted.

(b) Section 13 C is not adopted by reference and is replaced with the following language: "An advertisement which is seen or heard in this state shall not directly or indirectly create the impression that the policy being advertised is approved for issuance in the state, unless that is the fact. If the policy is not approved for issuance in this state, that fact shall be disclosed in the advertisement by a statement reading, 'This policy is not available in Kansas.' "

(c) Section 16 A(2) is completed by the insertion of "6" in the space requiring specification of a number of months.

(d) Section 18 B is not adopted.

(Authorized by K.S.A. 40-2404a; implementing K.S.A. 1999 Supp. 40-2404(1); effective May 1, 1982; amended May 1, 1987; amended June 22, 2001.)