

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

**K.A.R. 40-9-118 Life insurance and annuities; advertising.**

The Kansas Insurance Department's "policy and procedure regarding advertisements of life insurance and annuities," dated October 16, 2014, is hereby adopted by reference.

(Authorized by K.S.A. 40-103 and 40-2404a; implementing K.S.A. 40-103, K.S.A. 2014 Supp. 40- 2404, and K.S.A. 40-2407; effective Feb. 15, 1977; amended May 1, 1979; amended May 1, 1986; amended May 1, 1987; amended May 1, 1988; amended Jan. 4,1993; amended July 10, 1998; amended Feb. 20, 2015.)