

1 Adopt 2 Cal. Code Regs., Section 18450.8 to read:

2 **§ 18450.8. Disclosure for Advertisements on Listening Applications that are Both Audio and**
3 **Visual.**

4 An electronic media advertisement subject to Section 84504.3 that is on a listening
5 application that uses both audio and visual format simultaneously must include the following
6 disclosures:

7 (a) The visual portion of the advertisement must follow the disclosure requirements for
8 electronic media advertisements, as described in Section 84504.3(b) and (g).

9 (b) The audio portion of the advertisement must follow the disclosure requirements for
10 radio advertisements, as described in Sections 84504 and 84504.4, unless the advertisement is in a
11 video format that already requires a spoken disclosure pursuant to Section 84504.5(b).

12 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84504,
13 84504.3, 84504.4, and 84504.5, Government Code.