**Section 1285.245 Advertising**

a) Advertising shall contain all information necessary to make the communication informative and not misleading. Advertising shall identify the type of license or academic credential, including, but not limited to, M.D., D.O., or D.C., held by the licensee whose services are being promoted. The form of advertising shall be designed to communicate the information contained in the advertisement to the public in a direct, dignified and readily comprehensible manner.

b) Any advertisement shall be retained for at least 3 years by the physician or licensee.

c) Advertising shall otherwise comply with Section 26 of the Act.

(Source: Amended at 48 Ill. Reg. 18129, effective December 13, 2024)