

TRANSMITTAL SHEET FOR
NOTICE OF INTENDED ACTION

Control 482 Department or Agency Department of Insurance*

Rule No. 482-1-071-.19

Rule Title: Filing Requirements for Advertising.

New Amend Repeal Adopt by Reference

Would the absence of the proposed rule significantly harm or endanger the public health, welfare, or safety? N/A*

Is there a reasonable relationship between the state's police power and the protection of the public health, safety, or welfare? N/A*

Is there another, less restrictive method of regulation available that could adequately protect the public? N/A*

Does the proposed rule have the effect of directly or indirectly increasing the costs of any goods or services involved and, if so, to what degree? N/A*

Is the increase in costs, if any, more harmful to the public than the harm that might result from the absence of the proposed rule? N/A*

Are all facets of the rulemaking process designed solely for the purpose of, and so they have, as their primary effect, the protection of the public? N/A*

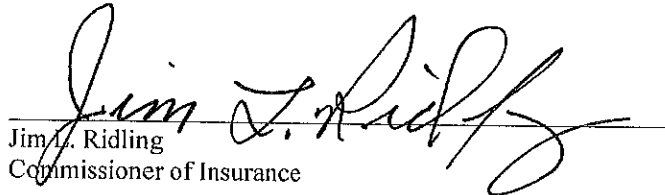
Does the proposed rule have an economic impact? N/A*

If the proposed rule has an economic impact, the proposed rule is required to be accompanied by a fiscal note prepared in accordance with subsection (f) of Section 41-22-23, Code of Alabama 1975.

Certification of Authorized Official

I certify that the attached proposed rule has been proposed in full compliance with the requirements of Sections 27-2-17 and 27-7-43, Code of Alabama 1975, and that it complies with all applicable filing requirements of the Alabama Insurance Code.*

Signature of certifying officer


Jim L. Ridling
Commissioner of Insurance

Date: April 20, 2017

*Note: *The Alabama Department of Insurance is exempt from the Alabama Administrative Procedures Act pursuant to Section 41-22-2(e), Code of Alabama 1975.*

Alabama Department of Insurance

NOTICE OF INTENDED ACTION

AGENCY NAME: Alabama Department of Insurance

RULE NO. & TITLE: Rule 482-1-071-.19: Filing Requirements for Advertising.

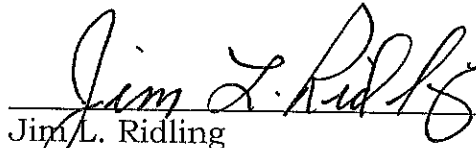
INTENDED ACTION: Amend rule.

SUBSTANCE OF PROPOSED ACTION: The Commissioner of Insurance is proposing to amend the rule which sets forth the filing requirements for advertising of Medicare supplement insurance. The amendments correct a typographical error and remove the transitory provision from 2010. The amendment will become effective June 24, 2017.

TIME, PLACE, MANNER OF PRESENTING VIEWS: Interested persons may submit data, views, or arguments in writing at any time prior to June 7, 2017, to the Alabama Department of Insurance, Attention: Legal Division, Post Office Box 303351, Montgomery, Alabama 36130-3351, or orally by appearing at the public hearing, Suite 502, RSA Tower, 201 Monroe Street, Montgomery, Alabama, beginning at 2:00 PM, on June 14, 2017.

FINAL DATE FOR COMMENT AND COMPLETION OF NOTICE:
June 7, 2017

CONTACT PERSON AT AGENCY: Kathleen Healey
Associate Counsel


Jim L. Ridling
Commissioner of Insurance

1 **482-1-071-.19 Filing Requirements for Advertising.**

2 A. An issuer and insurance producer shall submit a copy
3 of any Medicare supplement advertisement, mailers or other
4 marketing material to the Commissioner of Insurance for
5 approval before use in this state. Marketing material
6 includes, but is not limited to, written, broadcast, digital,
7 electronic or other form of communication directed at
8 consumers or the general public for promotional purposes.

9 B. Approval of marketing material in any format will
10 only be granted if, in the judgment of the Commissioner, the
11 material complies with the requirements of state statutes and
12 regulations and this chapter, including, without limitation,
13 ~~482-071-.20~~ Rule 482-1-071-.20.

14 ~~C. Marketing material in use which has not been~~
15 ~~submitted for approval prior to January 1, 2010 must be~~
16 ~~submitted for approval not later than forty-five (45) days~~
17 ~~after January 1, 2010.~~

18 **Author:** Commissioner of Insurance

19 **Statutory Authority:** Code of Alabama 1975, §§ 27-2-17 and 27-
20 19-50 et seq.

21 **History:** New September 18, 1981, effective January 1, 1982;
22 Revised November 14, 1986, effective February 14, 1987;
23 Revised March 5, 1992, effective March 15, 1992; Revised March
24 12, 1996, effective March 25, 1996; Revised October 22, 1998,
25 effective January 1, 1999; Revised April 28, 1999, effective

INS2017-071-19 : 4/3/2017 : KH/bc

- 1 July 1, 1999; Revised June 30, 2003, effective July 21, 2003.
- 2 Revised December 16, 2009, effective January 1, 2010; Revised
- 3 June 14, 2017, Effective June 24, 2017