



- (1) The written statement is printed in the same size and style of font and for the same duration as other printed information in the advertisement.
- (2) The verbal statement is made at approximately the same volume and uses approximately the same number of words per minute as the voice-over of longest duration in the advertisement, excluding statement required by proposed law.

A violation of proposed law shall be a deceptive and unfair trade practice and the violator shall be subject to all penalties provided for in the Unfair Trade Practices and Consumer Protection Law.

Proposed law does not apply to any media entity responsible for the production or publication of any advertisement found to be in violation of proposed law. Further provides that the carriage, distribution, transmission, or display of any advertisement by a media entity shall not be considered a violation of proposed law.

Effective August 1, 2022.

(Adds R.S. 51:3221)