

ADVERTISING

Attach sample copies of the school's current, or in the case of a new school, proposed advertisements.

- (1) Regulations demand that advertisements comply with requirements of Federal and State Unfair Trade Practices Act, that they are factual and that they meet generally accepted standards for professional conduct.
- (2) It is prohibited to imply that the school operates under State supervision or is recommended by any state agency. However, the use the phrase "approved by the Connecticut Commissioner of Higher Education," is allowed.
- (3) Advertising for the school shall include the complete and correct name, address of the school on its certificate of authorization, and phone number. If training is to be conducted at a different location other than the location of the school itself, that location shall be identified.
- (4) School advertisements, of any type, shall not indicate or imply the availability of programs at schools or branch facilities where such programs of instruction are not available.
- (5) No school shall use "blind," "help wanted," or employment columns for advertising. Illustrations in all advertising matter shall be related solely to the school or be clearly designated otherwise.
- (6) If school advertising includes endorsements by manufacturers, business firms, organizations or individuals the school shall be able to present written evidence of such endorsement and shall include the date and location of such endorsement in printed advertising.