

# 1st STOP CHECKLIST:

## ADVERTISING/MARKETING

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### Checklist

- For **Consumer Protection** information regarding **Advertising/Marketing**, consult the **Ohio Administrative Code (OAC) Section 109:4**. The OAC can be found at your local library or on-line at <http://codes.ohio.gov/oac/109%3A4>
- The **Federal Trade Commission (FTC)** regulates **mail, telephone** and **Internet** sales and advertising. You must follow the **FTC's Mail or Telephone Order Merchandise Trade Regulation Rule** if you advertise via mail, telephone, or Internet.
- If you have any questions about federal regulations, please call the **FTC's Cleveland Regional Office at (216) 263-3410**. The FTC is on-line at [www.ftc.gov](http://www.ftc.gov).
- The **Federal Communications Commission (FCC)** regulates **telephone** solicitations (especially fax transmissions and auto dialers). For more information, please contact the **FCC at (888) 225-5322**. The FCC is on-line at [www.fcc.gov](http://www.fcc.gov).
- Mail, telephone and Internet advertisers must comply with the **Ohio Telephone Solicitation Sales Act**. The act can be found in the **Ohio Revised Code (ORC) Section 4719**. The ORC is on-line at <http://codes.ohio.gov/orc/4719.01>
- If you have questions about state laws, please contact the **Ohio Attorney General's Office at (877)-244-0515 or (614) 466-4320**. The office is also on-line at <http://www.ohioattorneygeneral.gov/>.
- You may need a **VENDOR'S LICENSE**. It depends on what type of advertising services your business offers. For more information, contact the **OHIO DEPARTMENT OF TAXATION at (888) 405-4039 for Business Taxpayer Assistance; (800) 282-1782 for the Forms Request Line; or (888) 405-4089 for Tax Registration**. Information is also on-line at <http://www.tax.ohio.gov>
- NAICS 624110/16
- For more help, contact your local Small Business Development Center (SBDC). [www.ohiosbdc.ohio.gov](http://www.ohiosbdc.ohio.gov)

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\*The information contained in this site is for general guidance on matters of interest only and reflects solely the information about the requirements of the State of Ohio. Note, there may be additional local and federal requirements. Accordingly, the information on this site is provided with the understanding that ODSA is not herein engaged in rendering legal, accounting, tax, or other professional advice and services. Before making any decision or taking any action, consult a professional.

*For more help, contact your local Small Business Development Center (SBDC) at [www.ohiosbdc.ohio.gov](http://www.ohiosbdc.ohio.gov)  
Also, remember to check local government agencies. This checklist is about state requirements.  
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