

# ADVERTISING/MARKETING

## Checklist

- For Consumer Protection information regarding Advertising/Marketing, consult the Ohio Administrative Code (OAC) Section 109:4. The ORC can be found at your local library or on-line at <http://codes.ohio.gov/orc>
- 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>
- 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>

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