

660:11-13-2. Definitions [AMENDED]

The following words and terms, when used in this subchapter, shall have the following meaning, unless the context clearly indicates otherwise:

"**Sales literature**" means material published, or designed for use, in a newspaper, magazine or other periodical, radio, television, telephone solicitation or tape recording, videotaped display, signs, billboards, motion pictures, telephone directories (other than routine listings), website, other public media and any other written or electronic communication distributed or made generally available to customers or the public and used in connection with the offer or sale of securities or the services of a broker-dealer or investment adviser. Sales literature includingincludes, but is not limited to, prospectuses, pamphlets, circulars, form letters, market letters, telemarketing scripts, seminar texts, research reports, surveys, performance reports or summaries and reprints or excerpts of any other advertisement, sales literature or published material~~advertising to include publications in electronic format~~.

"**Sales literature package**" means all submissions of Sales Literature to the Department under one posting or delivery relating to a specific issue of securities or the services of one or more specific broker-dealers or investment advisers.