

**Kansas Administrative Regulations  
Agency 40. Insurance Department  
Article 9. Advertising**

**40-9-1 Insurance companies; advertising; assets and liabilities; capital; advertisement defined.**

(a) Whenever any insurance company doing business in this state advertises its assets, the insurance company shall advertise its liabilities in the same connection and in a manner equally conspicuous. The amount of company liability in an advertisement shall be the amount determined in the manner required in making the annual statements to this department, and the amount of its assets shall be the admitted assets of the company. In the case of a company organized under the laws of a foreign country, its assets shall be considered only the amount deposited with the official of the several states of the union or held by trustees in the United States for the benefit of the policyholders and creditors of the company in the United States.

(b) Each advertisement purporting to show the capital of any insurance company doing business in this state shall exhibit only the amount of capital actually paid up in cash.

(c) Each policy, sign, circular, card, or other means by which public announcements are made, shall be held to be an advertisement within the meaning of K.A.R. 40-9-1.

(Authorized by K.S.A. 40-103; implementing K.S.A. 40-235; effective Jan. 1, 1966; amended May 1, 1986.)