

**7411.0295 ADVERTISING RESTRICTIONS.**

Subpart 1. **General restrictions.** A driver education program must not:

- A. publish, advertise, or intimate that a driver's license is guaranteed or assured;
- B. advertise free instruction;
- C. duplicate or reproduce in whole or in part, for use in advertising, forms or examination material used by the state;
- D. use the word "state" in a sign or other medium of advertising, except as permitted in this part;
- E. advertise a location for instruction other than a licensed location or approved location;
- F. advertise any temporary location without identifying it as a temporary location and without also indicating the address of the program's permanent location; or
- G. distribute advertising material within 150 feet of a driver's license examination station, except as permitted in this part.

Subp. 2. **Advertising on test vehicles.** Program instructors may appear at driver test locations operated by the state with a student scheduled for an examination, in a program vehicle on which appear the markings and signs required or authorized in part 7411.0850.

Subp. 3. **Advertising in state driving manuals.** Advertising for a driver education program contained in the department-produced Minnesota driver's manual is not subject to the distance restriction in subpart 1, item G.

Subp. 4. **Permitted statement.** A program may use in its advertising or on forms, contracts, and other materials, one of the following phrases, as applicable:

A. "This program is licensed by the Minnesota Department of Public Safety" if the program is a commercial driver's training school licensed by the Minnesota Department of Public Safety.

B. "This program is approved by the Minnesota Department of Public Safety" if the program is a public program with a certificate of approval or a private program with a certificate of approval issued by the Minnesota Department of Public Safety.

**Statutory Authority:** *MS s 14.06; 169.26; 169.446; 169.974; 171.02; 171.05; 171.055; 171.0701; 171.33 to 171.41; 299A.01*

**History:** *28 SR 1167*

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