

40-20-1-.12 Advertised Price for Petroleum Products. Amended.

The advertising of petroleum products regulated under Section 40-20-1-.01 of this Chapter shall conform to the following:

(a) All advertising for the sale of petroleum products must meet the requirements of O.C.G.A. Section 10-1-164.

(b) Petroleum products cannot be sold in a manner which may deceive, or have the effect of deceiving, the purchaser of such products as to nature, price, quality, or quantity of those products.

~~(c) The Department of Agriculture may write and publish guidelines relating to the implementation of marketing policies or procedures regarding the advertising of petroleum products.~~

(c) The advertising of prices on a highway, street or curb sign is not required. However, if prices are advertised, only the cash/credit prices available to all consumers at the time of purchase shall be posted. The lower price may also be posted, but both prices must be clearly identified and of equal size.

(d) Any discounted pricing structure may be advertised on ancillary signage, which includes but is not limited to, placards, banners, stickers, etc., on or off the property of the retail outlet or at the pump. Discounts offered must be advertised to show the cents per gallon discount only and be accompanied with proper qualifying language.

Authority O.C.G.A. Secs. 1-1-155, 10-1-164. **History.** Original Rule entitled "Registration of Brand Names" adopted. F. Aug. 8, 1972; eff. Aug. 28, 1972. **Repealed:** New Rule of same title adopted. F. Oct. 31, 1980; eff. Nov. 20, 1980. **Amended:** ER. 40-20-1-0.18-.12 adopted. F. Nov. 12, 1982; eff. Nov. 8, 1982, the date of adoption. **Amended:** Permanent Rule entitled "Advertised Price for Petroleum Products" adopted. F. Sept. 13, 1983; eff. Oct. 3, 1983.