

AUTHORIZED THIRD PARTY COMMERCIAL DRIVER LICENSE EXAMINER ADVERTISING REQUIREMENTS

Purpose

To provide guidelines and information regarding acceptable advertising.

Policy

- A. Authorized Third Party Commercial Driver License Examiners shall obtain prior approval by the Division before engaging in any type of advertising activity, including the proposed operation of a company website and shall submit a written request which contains the following information (if applicable):
- The text and graphics of any advertising or web site content
 - The sound, text and picture content of any electronic advertising
 - The name of each publication medium
 - A description of any other type of advertising in which the company wishes to engage
- B. An Authorized Third Party Commercial Driver License Examiner shall not use any name other than the licensed/authorized name for advertising or publicity purposes. Nor shall the words “State”, “Motor Vehicle Division”, “Arizona Department of Transportation” or the acronyms “MVD” or “ADOT” appear in any part of the name.
- Advertisements may include the language stating they are “licensed” “authorized” or “certified” by MVD, ADOT or the State of Arizona
 - No Advertising shall contain false or misleading information
- C. An Authorized Third Party Commercial Driver License Examiner shall not use advertisements which imply:
- The guaranteed issuance of a credential
 - The Third Party Program will influence the Division in any manner in the issuance of a credential
 - The preferential or advantageous treatment from the Division
- D. Advertising violations for non-compliance may, depending on the severity or number of violations result in corrective action including but not limited to:
- A term of probation
 - A Cease and Desist order
 - Suspend, cancel or revoke the Authorized Third Party Commercial Driver License Examiner Authorization

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E. Notifications to the MVD of advertising non-compliance may be forwarded to the Commercial Driver License Examination Program. Notification must be submitted in writing by one of the following:

- Mail
 - Motor Vehicle Division
PO Box 2100, Mail Drop 515M
Phoenix, AZ 85001-2100
- Email
 - CDLE2@AZDOT.GOV

F. Pursuant to A.A.C. R17-5-302. Advertising requirements shall consist of:

1. Advertising mediums include, but are not limited to, all written, verbal, and/or electronic advertising such as:
 - Promotional items
 - Flyers
 - Coupons
 - Brochures
 - Billboards of all sizes
 - Publication advertising
 - Ads on television, radio, and/or the internet
 - Electronic media
2. A complete and current listing of all advertising media shall be maintained at the Authorized Third Party Commercial Driver License Examiner's principal place of business. Failure to maintain the list or to disclose all advertising is considered advertising non-compliance. The listing shall:
 - Include any and all advertising
 - Provide specific source names, when applicable
 - Indicate specific "start" and "end dates", when applicable
 - Be made available for immediate review upon request by ADOT representatives or law enforcement officials

25 September 2013
Date


STACEY K. STANTON
Division Director

Authority: A.R.S. Title 28, Chapter 13, A.R.S. Title 32, Chapter 23, §§ 28-5101, 28-5102, R17-5-302, R17-7-706