

## 5.501 Definitions.

As used in this subpart-

*Advertisement* means any single message prepared for placement in communication media, regardless of the number of placements.

*Publication* means-

(1) The placement of an *advertisement* in a newspaper, magazine, trade or professional journal, or any other printed medium; or

(2) The broadcasting of an *advertisement* over radio or television.

**Parent topic:** [Subpart 5.5 - Paid Advertisements](#)