

## NOTICES OF SUBSTANTIVE POLICY STATEMENTS

The Administrative Procedure Act requires the publication of substantive policy statements issued by agencies (A.R.S. § 41-1013(B)(14)). Substantive policy statements are written expressions which inform the general public of an agency's current approach to rule or regulation practice. Substantive policy statements are advisory only. A substantive policy statement does not include internal procedural documents that only affect the internal procedures of the agency and does not impose additional requirements or penalties on regulated parties or include confidential information or rules made in accordance with the Arizona Administrative Procedure Act. If you believe that a substantive policy statement does impose additional requirements or penalties on regulated parties you may petition the agency under A.R.S. § 41-1033 for a review of the statement.

### NOTICE OF SUBSTANTIVE POLICY STATEMENT

#### OFFICE OF THE ATTORNEY GENERAL

[M09-239]

**1. Title of the substantive policy statement and the substantive policy statement number by which the substantive policy statement is referenced:**

Arizona Advertising Guidelines; no reference number assigned

**2. Date the substantive policy statement was issued and the effective date of the policy statement if different from the issuance date:**

November 25, 1992

**3. Summary of the contents of the substantive policy statement:**

The Arizona Advertising Guidelines are offered to assist advertisers in preparing advertisements and consumers in understanding the advertisements. They provide guidance as to what the general prohibitions of the Arizona Consumer Fraud Act require in advertising a wide range of products, services and circumstances. The Guidelines include sections on Definitions and Explanations of Terms; Truth in Advertising; Sales; Comparative Pricing; Endorsements and Testimonials; and Bait and Switch.

**4. A statement as to whether the substantive policy statement is a new statement or a revision:**

This is a new policy statement.

**5. The name and address of the person to whom questions and comments about the substantive policy statement may be directed:**

Name: Consumer Protection & Advocacy Section

Address: 1275 W. Washington St.  
Phoenix, AZ 85007

Telephone: (602) 542-3702

**6. Information about where a person may obtain a copy of the substantive policy statement and the costs for obtaining the policy statement:**

Anyone wishing to obtain a copy of this document should call or write to:

Office of the Attorney General  
Consumer Protection & Advocacy Section  
1275 W. Washington St.  
Phoenix, AZ 85007  
(602) 542-3702

The Office charges a standard rate of \$0.20 per page for photocopying. Payment may be made by cash or by check or money order made payable to the Office of the Attorney General.

### NOTICE OF SUBSTANTIVE POLICY STATEMENT

#### OFFICE OF THE ATTORNEY GENERAL

[M09-240]

**1. Title of the substantive policy statement and the substantive policy statement number by which the substantive policy statement is referenced:**

Arizona Auto Advertising Guidelines; no reference number assigned

Notices of Substantive Policy Statements

**2. Date the substantive policy statement was issued and the effective date of the policy statement if different from the issuance date:**

July 11, 1995

**3. Summary of the contents of the substantive policy statement:**

The Arizona Auto Advertising Guidelines are offered to assist advertisers in preparing advertisements and consumers in understanding advertisements for cars, trucks and other motor vehicles. They provide guidance as to what the general prohibitions of the Arizona Consumer Fraud Act require in the context of motor vehicle advertising. The Guidelines include sections on General Provisions; Pricing, Discounts and Sales; Other Practices and Financing.

**4. A statement as to whether the substantive policy statement is a new statement or a revision:**

This is a new policy statement.

**5. The name and address of the person to whom questions and comments about the substantive policy statement may be directed:**

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**NOTICE OF SUBSTANTIVE POLICY STATEMENT**

**OFFICE OF THE ATTORNEY GENERAL**

[M09-241]

**1. Title of the substantive policy statement and the substantive policy statement number by which the substantive policy statement is referenced:**

Department of Justice and Federal Trade Commission Antitrust Guidelines for Collaborations Among Competitors; no reference number assigned

**2. Date the substantive policy statement was issued and the effective date of the policy statement if different from the issuance date:**

April 2000

**3. Summary of the contents of the substantive policy statement:**

These guidelines explain how the United States Department of Justice and Federal Trade Commission analyze certain antitrust issues raised by collaborations among competitors. The Arizona Attorney General's Office has not formally adopted these guidelines, but they are utilized to assist in analyses of the impact of certain competitor collaborations under the Arizona Antitrust Act, A.R.S. § 44-1402.

**4. A statement as to whether the substantive policy statement is a new statement or a revision:**

This is a new policy statement.

**5. The name and address of the person to whom questions and comments about the substantive policy statement may be directed:**

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**NOTICE OF SUBSTANTIVE POLICY STATEMENT**

**OFFICE OF THE ATTORNEY GENERAL**

[M09-244]

**1. Title of the substantive policy statement and the substantive policy statement number by which the substantive policy statement is referenced:**

Department of Justice and Federal Trade Commission Statements of Antitrust Enforcement Policy in Health Care; no reference number assigned

**2. Date the substantive policy statement was issued and the effective date of the policy statement if different from the issuance date:**

August 1996

**3. Summary of the contents of the substantive policy statement:**

These guidelines explain the general enforcement policy of the United States Department of Justice, Antitrust Division and Federal Trade Commission concerning agreements, combinations and arrangements among health care providers subject to various federal antitrust laws. Various state attorneys general have formally adopted these guidelines. The Arizona Attorney General's Office has not formally adopted these guidelines, but they are utilized to assist in analyses of the impact of health care combinations and arrangement intra-state trade under the Arizona Antitrust Act, A.R.S. § 44-1402.

**4. A statement as to whether the substantive policy statement is a new statement or a revision:**

This is a new policy statement.

**5. The name and address of the person to whom questions and comments about the substantive policy statement may be directed:**

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NOTICE OF SUBSTANTIVE POLICY STATEMENT

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[M09-243]

**1. Title of the substantive policy statement and the substantive policy statement number by which the substantive policy statement is referenced:**

Horizontal Merger Guidelines; no reference number assigned

**2. Date the substantive policy statement was issued and the effective date of the policy statement if different from the issuance date:**

March 30, 1993

**3. Summary of the contents of the substantive policy statement:**

These guidelines explain the general enforcement policy of the state and territorial attorneys general who comprise the National Association of Attorneys General (NAAG) concerning horizontal mergers and acquisitions subject to section 7 of the federal Clayton Act, sections 1 and 2 of the federal Sherman Act, and state antitrust laws. In Arizona, the NAAG Horizontal Merger Guidelines are used to assist in analyses of the impacts of mergers and acquisitions on intra-state trade under the Arizona Antitrust Act, A.R.S. § 44-1402.

**4. A statement as to whether the substantive policy statement is a new statement or a revision:**

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NOTICE OF SUBSTANTIVE POLICY STATEMENT

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[M09-242]

**1. Title of the substantive policy statement and the substantive policy statement number by which the substantive policy statement is referenced:**

Vertical Restraints Guidelines; no reference number assigned

**2. Date the substantive policy statement was issued and the effective date of the policy statement if different from the issuance date:**

March 26-28, 1995

**3. Summary of the contents of the substantive policy statement:**

These guidelines explain the general enforcement policy of the State Attorneys General concerning vertical (usually buyer-seller) contracts, combinations and conspiracies subject to sections 1 and 2 of the federal Sherman Act, the state antitrust laws. In Arizona, the Vertical Restraints Guidelines are used to assist in analyses of the impacts of vertical contracts, combinations and conspiracies acquisitions on intra-state trade under the Arizona Antitrust Act, A.R.S. § 44-1402.

**4. A statement as to whether the substantive policy statement is a new statement or a revision:**

This is a new policy statement.

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