

**714A.5 Enforcement.**

A violation of [this chapter](#) is an unfair or deceptive trade practice and is subject to the provisions of [section 714.16](#), except that the remedies and penalties provided pursuant to that section shall not be applied to a newspaper, magazine, publication, directory, or other print media in which an advertisement appears, or to a radio station, television station, or other electronic media which disseminates the advertisement, and no other penalty or cause of action under [this chapter](#) shall accrue against the media in or by which the advertisement appears or is disseminated, where the particular advertisement is not sponsored by the media, unless the media also performs the billing or collecting for the pay-per-call service.

[91 Acts, ch 171, §5](#)