

714B.10 Exemptions.

[This chapter](#) does not apply to the following:

1. Advertising by sponsors registered pursuant to [chapter 557B](#), licensed pursuant to [chapter 99B](#), or regulated pursuant to [chapter 99D](#), [99E](#), [99F](#), or [99G](#).
2. Advertising in connection with the sale or purchase of books, recordings, videocassettes, periodicals, and similar goods through a membership group or club which is regulated by the federal trade commission pursuant to [16 C.F.R. §425.1](#), concerning use of negative option plans by sellers in commerce.
3. Advertising in connection with the sale or purchase of goods ordered through a contractual plan or arrangement such as a continuity plan, subscription arrangement, or a single sale or purchase series arrangement under which the seller ships goods to a consumer who has consented in advance to receive the goods and who, after the receipt of the goods, is given an opportunity to examine the goods and to receive a full refund of charges for the goods upon return of the goods undamaged.
4. Advertising in connection with sales by a catalog seller. For purposes of [this section](#), “*catalog seller*” means a person at least fifty percent of whose annual revenues are derived from the sale of merchandise sold in connection with the distribution of catalogs of at least twenty-four pages, which contain written descriptions or illustrations and sale prices for each item of merchandise and which are distributed in more than one state with a total annual distribution of at least two hundred fifty thousand.

[94 Acts, ch 1185, §11](#); [2003 Acts, ch 178, §116, 121](#); [2003 Acts, ch 179, §142](#); [2010 Acts, ch 1061, §81](#); [2014 Acts, ch 1092, §195](#); [2019 Acts, ch 132, §39, 45, 46](#)