

**261—35.4(82GA,SF302) Use of funds.**

**35.4(1)** Grant funds shall only be used to place advertising in out-of-state markets targeted by the department's office of tourism. Grant funds shall not be used to pay for production costs. Grant funds may be used to place advertising in newspapers, magazines, radio, television, billboards or online advertising.

**35.4(2)** Grant funds shall be used to pay for up to 50 percent of the advertising placement costs. The match for the advertising placement must be cash.