

BEFORE YOU ADVERTISE ...

Easy rule: ANYWHERE YOUR COMPANY NAME APPEARS, YOUR ILL.C.C. NUMBER MUST APPEAR. *If you have an interstate license, show your USDOT number, too.*

Part 1457.90(c).90(c) (Illinois Commerce Commission regulations for intrastate household goods movers) specifies requirements for advertising practices by movers.

"Advertisement" means any advertisement, solicitation, or other communication with the public relating to the offer or sale of intrastate household goods transportation service. **This does include** Internet, newspaper, radio, TV, Yellow Pages, or any other medium.

NOTE: It also includes all of your paperwork, including stationery (letterheads, statements), bills of lading (and other forms), business cards, etc. It does not include a simple listing of names, addresses, and phone numbers (like a normal listing in a phone book).

WHAT YOU MUST DO:

In your ad or communication, you must show:

1. Complete name of mover **as it appears on the mover's license** from the Commission (including "dba" info).
2. The characters "Ill.C.C." followed by the license number assigned to the mover by the Commission.
3. **If you no longer like the name that appears on your license, go through proper channels at the Ill.C.C. to change it. If they don't officially make the change in their records, it doesn't count ... and you can be fined or have your telephone shut off.**
4. Anyone who is acting as your agent must follow these guidelines, too, and YOU will be held accountable. Other important requirements also apply to the activities of your agents. Refer to your copy of Part 1457.90(c) or call the Association office for details.

WHAT YOU CAN'T DO:

1. You must not advertise rates in a phone directory (or any other display type ad) unless you also put in these disclaimers: "Rates are effective as of [date] and are subject to change;" and that "Actual charges are governed by applicable tariffs, this advertisement notwithstanding."
2. **COUPONS:** **Be careful!** If you are using coupons on websites, in phone books, "Angie's List" ads, mailers, etc., make sure all offers of "free stuff" (e.g., cartons, wardrobes, delivery of same, etc.), are included properly in your tariff and that you include disclaimers stating WHEN the "free stuff" is or is not

available. For example, "applicable only on interstate moves" is one disclaimer that may apply. **You cannot advertise discounts on moves within Illinois.**

3. You must not misrepresent the scope of your operating authority.
4. Do not advertise storage unless you have a licensed warehouse. If you advertise self-storage facilities, make sure you're clear that it's self-storage.
5. Do not imply that you have an office in a city where you do not have an office. The address of a telephone answering service does not qualify as your office.
6. Ads which list phone numbers for different areas or suburbs must not imply that you have a facility in that location unless you really do have an actual office there. For example, use of the term "Des Plaines 555-1234" is misleading unless the mover has a Des Plaines office. However, "North Suburban customers call 555-1234" is acceptable.
7. You must not advertise or represent to the public that insurance is provided against all risks, unless such insurance in fact affords the protection to the shipper from every peril to which the shipment shall be exposed. If your insurance is limited in any way, you better be sure your shipper understands it. Likewise, **be sure YOU understand** the difference between insurance and valuation. They are different, and you can't offer "insurance" when you really mean "valuation." (See more information on insurance in your Handbook.)

USE YOUR ASSOCIATION LOGO ON YOUR PAPERWORK.

It's a good way to show your customers that you are a leader in your industry. People trust companies who participate in their industry's association, and IMAWA has a good reputation throughout the country.

The IMAWA logo is a registered trademark, and only members in good standing are authorized to use it in their advertising. Contact IMAWA and we'll email you a digital file for your use in advertising.

We also encourage you to show our web site address as a good source of information: www.imawa.com

Questions? Call or e-mail your Association:
888-791-2516 • imawa@imawa.com

