

# Arkansas Insurance Department

Mike Beebe  
Governor



Jay Bradford  
Commissioner

August 26, 2011

Directive: 2-2011

TO: AUTHORIZED INSURANCE COMPANIES, HMO'S, HOSPITAL/MEDICAL SERVICE CORPORATIONS, FARMERS' MUTUAL AID ASSOCIATIONS AND INSURER AND AGENT TRADE ASSOCIATIONS

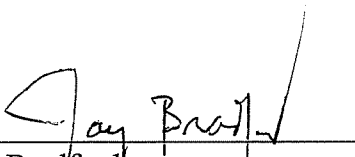
FROM: ARKANSAS INSURANCE DEPARTMENT

SUBJECT: VIOLATION OF ARK. CODE ANN. §§23-66-206(8) AND 23-66-308 OF THE INSURANCE CODE; TOKEN GIFT EXCEPTIONS

The giving of any gift, whether it be money, trading stamps, goods or otherwise, of whatever value, as an inducement to make inquiry about, to purchase or renew insurance is prohibited under Arkansas Code Annotated §§23-66-206(8) and 23-66-308.

Token gifts of twenty-five dollars (\$25.00) or less in value (wholesale), such as ballpoint pens, calendars, notebooks, and other items for advertisement purposes are not meant to be included. Contact the Legal Division at 501-371-2820 with your inquiries.

This Directive supersedes and replaces Directive 5-98 (titled Bulletin 5-98), issued April 9, 1998.

  
Jay Bradford  
Arkansas Insurance Commissioner