

ADVERTISEMENTS (EXCERPT)
Act 98 of 1988

445.813 Applicability of act.

Sec. 3.

(1) This act shall not apply to an owner, publisher, printer, agent, or employee of a newspaper or other publication, periodical, circular, including those circulars prepared for national distribution, or outdoor advertising or of a radio or television station, who publishes, causes to be published, or takes part in the publication of an advertisement in violation of this act unless done with actual knowledge of the violation of this act.

(2) This act shall not apply to a mail order business.

History: 1988, Act 98, Imd. Eff. Apr. 11, 1988