

## **Chapter 2**

### **ADVERTISING GUIDELINES**

- 2.01 For the purpose of advertising of unit offerings regulated under section 241 of the CMAA, the requirements of Part IV, Division 3 of the *Prospectus Guidelines* applies.
- 2.02 In applying the guidelines referred to in paragraph 2.01, the words—
- (a) “company” and “issuer” referred to in the guidelines shall be substituted with the words “management company”;
  - (b) “applicant” referred to in the guidelines shall be substituted with the words “investor”;
  - (c) “securities” referred to in the guidelines shall be substituted with the words “units”; and
  - (d) “Registrar of Companies” referred to in the guidelines shall be substituted with the words “SC”.