

Online Advertising & Prominent Display of License Number

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by the

Arizona Registrar of Contractors

Notice Required by A.R.S. § 41-1091

This substantive policy statement is advisory only. A substantive policy statement does not include internal procedural documents that only affect the internal procedures of the agency and does not impose additional requirements or penalties on regulated parties or include confidential information or rules made in accordance with the Arizona administrative procedure act. If you believe that this substantive policy statement does impose additional requirements or penalties on regulated parties you may petition the agency under section 41-1033, Arizona Revised Statutes, for a review of the statement.

Applicable Laws

- A.R.S. § 32-1124(A)
- A.R.S. § 32-1124(B)
- A.R.S. § 32-1124(C)
- A.R.S. § 32-1158(A)

Substantive Policy Statement

Background

When the Registrar issues a contractor's license, that license is assigned a ROC license number. ROC license numbers serve as a method for consumers to verify a contractor's license with the Registrar.

A.R.S. § 32-1124 outlines requirements for the issuance and display of a contractor's license. A.R.S. § 32-1124(B)(4) provides the option to list a website URL rather than the ROC license number on all broadcast, internet, or billboard advertisements. The website URL must prominently display the licensee's name and license number.

“Prominently Displayed”

The Registrar interprets A.R.S. § 32-1124(B)(4)'s requirement that the licensee's name and ROC license number be “prominently displayed” on the website to mean:

- The advertisement complies with all other requirements listed under A.R.S. § 32-1124 and A.A.C. R4-9-109;
- The provided URL links directly to the licensee's home page (or the Arizona-specific page for a multi-state contractor); and
- The licensee's name and ROC license number:
 - Appear directly on the licensee's home page;
 - Are clearly visible, and not hidden behind graphics, photos, or other obstructions;
 - Are in an appropriately sized font; and
 - Are not in the website's footer.

Application to Vehicles

The Registrar interprets A.R.S. § 32-1124(B)(4) to apply to all advertisements on a licensee's vehicles, including logos. While a licensee is not required to advertise on a vehicle, if the licensee does utilize vehicle advertisements, they may either:

- List their ROC license number directly on their vehicle; or
- List a website URL that complies with A.R.S. § 32-1124 and is consistent with this substantive policy statement.

Application to Bids, Contracts, and Estimates

A.R.S. § 32-1124(B)(4) is not applicable to bids, contracts, or estimates. Under both A.R.S. §§ 32-1124(B)(2) and 32-1158(A), the licensee must include their ROC license number on all

bids, contracts, estimates, and documents used to correspond with the licensee's customers or potential customers.

Application to Radio Advertisements

The Registrar interprets A.R.S. § 32-1124(B)(4)'s provision relating to broadcast advertising to allow for the reading of:

- The licensee's name and ROC license number; or
- A website URL that complies with A.R.S. § 32-1124 and is consistent with this substantive policy statement.