(f) Violates any of the following requirements or limitations on advertising.

(1) Appointment cards may be issued if the information therein is limited to matter pertaining to the time and place of appointment, and that permitted on the professional card. A professional card shall contain only the name of the licensee, the institution, if any, the professional title or degree, address, office hours, and telephone number.

(2) It is unlawful for a licensee to advertise falsely, fraudulently or in a manner likely to mislead the public or to announce his name and or institution in any city, commercial, telephone or other public directory in public or office buildings using display or boldface type. Such listing may include any limitation of practice but shall not include any claim of specialization or any reference to special services or special equipment. It is unlawful to use the title "doctor" or its abbreviation without further qualifying this title or abbreviation with the word "veterinary" or "veterinarian" or his professional degree.

(3) It is unlawful to advertise for patronage by means of handbills, posters, billboards, circulars, steropticon slides, motion picture, radio, television, newspaper, magazine, classified directories, or any other printed publications or mediums; or by means of flamboyant, glaring or flickering signs; or by means of any signs containing as part thereof any representation of any animal or any part of an animal. Lettering on signs, designating hospital, or owners name or profession shall not exceed (8) eight inches in height. The Board may promulgate rules to define and clarify, when necessary, the above prohibitions against advertising.

(4) The announcement by a veterinarian of the opening of a practice or a new office, may include only the name, office address and telephone number, any limitation in type of practice, residence address and telephone number for use if office telephone does not answer, and in addition thereto, the professional degree, office hours and date of opening of office, and provided further that such announcement, if published in a newspaper, shall not be published in more than three issues in the local newspaper, which publications shall be consecutive, and provided further that such published announcement shall not exceed one column in width and one and one-half inches (1½") in length.

(5) It is unlawful for a licensee to hold himself forth as being better qualified, or equipped in any one or all fields of veterinary medicine, as respects the skill of the operator, the quality of materials, drugs, medicines, or biologicals used, or methods practiced either verbally or by advertising.

(6) Nothing contained herein is construed as preventing the listing of veterinary hospitals in classified telephone directories under that heading, provided such listing is under a business classification and provided, further that in such listing the information provided with respect to the veterinarians maintaining said hospitals shall conform to the provisions of paragraphs 1 and 2 above.

(g) Does not conduct his practice in a conformity to the rules prescribed by the Board for proper sanitary and hygienic methods to be used in the care and treatment of animals.