

(3) THE GOAL OF THE MARKETING PLAN SHALL BE TO ENSURE THAT THE INSURER MARKETS AND OTHERWISE MAKES AVAILABLE INSURANCE TO THOSE PERSONS WHO RESIDE IN BALTIMORE CITY AND WHO OTHERWISE SATISFY THE ELIGIBILITY CONDITIONS OF THE INSURER, IN THE SAME MANNER AS TO PERSONS WHO RESIDE IN OTHER JURISDICTIONS IN THE STATE.

245A.

(A) ON OR BEFORE OCTOBER 1 OF EACH YEAR, AN INSURER THAT HAS BEEN DESIGNATED A MAJOR INSURER ON AUGUST 15 OF THE SAME YEAR, SHALL FILE WITH THE COMMISSIONER A MARKETING PLAN.

(B) THE GOAL OF THE MARKETING PLAN SHALL BE TO ENSURE THAT THE INSURER MARKETS AND OTHERWISE MAKES AVAILABLE INSURANCE TO THOSE PERSONS WHO RESIDE IN BALTIMORE CITY IN THE SAME MANNER AS TO PERSONS WHO RESIDE IN OTHER JURISDICTIONS IN THE STATE.

(C) (1) THE COMMISSIONER SHALL REVIEW THE MARKETING PLAN TO DETERMINE WHETHER THE IMPLEMENTATION OF THE PLAN WOULD BE COMPARABLE TO THE MAJOR INSURER'S MARKETING EFFORTS IN OTHER AREAS OF THE STATE PLAN WILL ACHIEVE THE GOAL STATED IN SUBSECTION (B) OF THIS SECTION.

(2) IF THE COMMISSIONER HAS NOT DISAPPROVED A MARKETING PLAN WITHIN 30 DAYS AFTER SUBMISSION, THE MARKETING PLAN SHALL BE DEEMED APPROVED.

(3) (I) IF THE MARKETING PLAN DOES NOT CONTAIN SUFFICIENT INFORMATION FOR THE COMMISSIONER TO MAKE A DETERMINATION OF WHETHER IMPLEMENTATION OF THE PLAN WOULD BE COMPARABLE TO THE MAJOR INSURER'S MARKETING EFFORTS IN OTHER AREAS OF THE STATE THE PLAN WILL ACHIEVE THE GOAL STATED IN SUBSECTION (B) OF THIS SECTION, THE COMMISSIONER SHALL REQUIRE THE MAJOR INSURER TO FURNISH THE NEEDED INFORMATION WITHIN 30 DAYS AFTER THE PLAN'S SUBMISSION COMMISSIONER REQUESTS THE INFORMATION.

(II) IF ADDITIONAL INFORMATION IS REQUIRED BY THE COMMISSIONER UNDER THIS PARAGRAPH, THE TIME PERIOD FOR APPROVAL, DISAPPROVAL, OR DEEMED APPROVAL RUNS FROM THE DATE THE ADDITIONAL INFORMATION IS SUBMITTED.

(4) IF THE COMMISSIONER DETERMINES THAT IMPLEMENTATION OF THE MARKETING PLAN WOULD NOT BE COMPARABLE TO THE MAJOR INSURER'S MARKETING EFFORTS IN OTHER AREAS OF THE STATE WILL NOT ACHIEVE THE GOAL STATED IN SUBSECTION (B) OF THIS SECTION, THE COMMISSIONER SHALL REQUIRE THE MAJOR INSURER TO FILE FOR REVIEW AND APPROVAL A REVISED MARKETING PLAN FOR BALTIMORE CITY.

(D) UNLESS OTHERWISE EXEMPTED FROM THE REQUIREMENTS OF THIS SECTION, FAILURE BY A MAJOR INSURER TO FILE OR SUBSTANTIALLY IMPLEMENT A MARKETING PLAN FOR BALTIMORE CITY THAT WOULD BE COMPARABLE TO THE