



State	Advertisement	Prohibited Advertisement Material	Helpline	Oversight	Enforcement Mechanism	Punishment
<u>DE</u> (10 Del. Admin. Code 203.13.1, 203.13.2, 203.13.3, 203.13.19, 203.13.23, 203.13.24, 203.13.28, 203.13.29.2, 203.13.30)	Must be submitted to Delaware Gaming Control Board.	Advertisement expected to offend people, contain misleading information, or otherwise be inappropriate.	--	1) Delaware State Lottery Office; 2) Lottery Commission; 3) Delaware Gaming Control Board	1) Lottery Commission must serve a written notice; 2) The licensee must have an opportunity to request a hearing; 3) A person aggrieved by a restriction may appeal to the Superior Court	1) No more than \$1,000 fine; 2) A temporary restraining order, preliminary injunction, or permanent injunction; 3) Prohibition from reapplying for a period of 5 years from the date of revoking the license
FL (Fla. Stat. Ann. §§ 551.114, 551.117, 551.118)	Must post signs warning of the risks and dangers of gambling, the odds of winning, and the toll-free telephone number regarding compulsive or problem gambling.	--	Yes (see Advertisement)	Division of Pari-mutuel Wagering of the Department of Business and Professional Regulation ("division")	--	Any slot machine license may be revoked or suspended upon the willful violation of this chapter. A civil penalty of no more than \$10,000 per offense may be assessed in place of suspension/revocation.
<u>IA</u> (Iowa Code Ann. 725.12.1, 725.12.2, 99.20, 99D.5, 99G.3, 99G.42)	1) Must be ancillary to the gambling business; 2) Must include information of the gambling treatment program and its toll-free telephone number.	The sale of pull-tab tickets or instant tickets, coupons, or tokens that are not authorized.	Yes (see Advertisement)	1) Iowa Lottery Authority; 2) Iowa Racing and Gaming Commission; 3) Iowa Department of Public Health	--	\$200 - \$1,000 fine
KS (K.A.R. 112-101-10, K.A.R. 112-113-1)	1) Must be factual; 2) Type, size, location, lighting, illustration, graphic depiction, or color can't hide material facts resulting in the obscuring of any material fact or fail to specifically designate any material conditions or limiting factors.	Advertising and public relations activities that aren't in accordance with honest and fair representations.	1) Must include a toll-free problem gambling help line; 2) Must submit proposed text and planned signage informing patrons of the helpline to the Executive Director of the Racing and Gaming Commission.	1) Executive Director 2) Disciplinary Review Board; 3) Racing and Gaming Commission.	Advertisement materials must be kept at the principal place of business for at least one year and produced for inspection at the request of the Racing and Gaming Commission.	1) License, permit, or certificate can be suspended or revoked; 2) Fine; 3) Warning letter can be sent which will become part of the licensee's permanent file; 4) Any other sanction agreed to by the licensee.

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LA (42 La. Admin. Code Pt III, 101, 105, 2927)	1) Must show specified information, slogans and telephone numbers relating to treatment of problem gaming in a rectangle; 2) The rectangle must comprise 1/10 of the entire advertisement.	--	1) Posting of signs at entry into gaming places to inform a toll-free telephone number; 2) The toll-free telephone number must appear in conspicuous type in contrast by typography, layout, or color.	1) Louisiana Gaming Control Board; 2) Louisiana Riverboat Gaming Commission; 3) The Department of Public Safety	1) The Department of Public Safety must issue a citation; 2) The penalty must be paid within 10 days.	1) No more than \$2,000 fine; 2) A suspension or revocation of a license.
MS (Miss. Admin. Code 13-3:10.4(d), 13-3:10.7(a))	Written materials concerning the nature and symptoms of problem gambling, the procedure for self-exclusion, and the toll-free number of the Mississippi Council on Compulsive Gambling must be posted in conspicuous places by the casino.	--	--	Mississippi Gaming Commission	--	Any casino violating any of the rules regarding self-exclusion may be subject to disciplinary action by the Mississippi Gaming Commission.
NJ (N.J.S.A. 5:12, Article 4, Article 5, N.J.A.C. 13:69C-14.2)	1) The words “Bet with your head, not over it,” or other language approved by the commission, must appear on all billboards, signs, and other on-site advertising of a casino; 2) The words “If you or someone you know has a gambling problem and wants help, call 1-800 GAMBLER,” or other language approved by the commission is also required on advertisements.	1) The advertisement of casino location, hours of operation, or types of games and other amenities offered is not prohibited. 2) Information about odds, the number of games, and the size of the casino or simulcasting facility is prohibited.	Yes (see Advertisement)	1) Casino Control Commission; 2) Division of Gaming Enforcement	May conduct investigative hearings concerning the conduct of gaming and gaming operations as well as the enforcement of the provisions.	Impose sanctions and levy and collect penalties upon finding violations.
NM (N.M. Admin. Code 12.2.2, 15.1.5, 15.1.10, 15.2.1)	1) Must include a responsible gaming message and toll-free telephone number; 2) Must identify the location where the rules regarding advertisements are available; 3) The applicant for a gaming license must submit a proposed advertising plan.	1) Free or discounted food or beverages as an enticement to game; 2) Any false or misleading advertisement; 3) Any advertisement misleading any person about odds of winning any prize, amount of consideration required to enter, nature of the prize or any other aspect of the game.	Yes (see Advertisement)	1) New Mexico Gaming Control Board; 2) New Mexico Racing Commission	1) The licensee must notify of any violation or suspected violation; 2) New Mexico Gaming Control Board may direct the licensee to cancel, modify or discontinue the promotion.	--

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NV (NV GAM REG 5.011, 5A.155)	1) Must be in accordance with decency, dignity, good taste, honesty and inoffensiveness; 2) Must be truthful and non-deceptive; 3) Must explain the terms of the promotion and adhere to such terms.	--	--	1) Nevada Gaming Control Board; 2) Nevada Gaming Commission	--	--
NY (Pari-Mutuel Wagering and Breeding Law §§ 111, 116, 9 NYCRR 5116.9 NYCRR 5117.6, NY MENT HYG § 19.09(h))	1) Announcements encouraging responsible play shall be displayed in all video lottery gaming areas, at the reception, and the cashier areas; 2) Responsible gaming information shall be prominently displayed at video lottery gaming facilities; 3) Must post signs advising patrons where to get help in dealing with compulsive gambling. Those signs must not be less than eight and one-half inches by eleven inches, they must be posted in a prominent manner and within a reasonable distance from each entrance and exit. Also, the signs shall be available at the Division of Gaming and the Office of Alcoholism and Substance Abuse Services for recording and distribution. * Online Advertisement: 1) Signs and listing of information on the internet designed to assist compulsive gamblers must be posted; 2) Problem gambling information shall be posted on each video lottery gaming agent's website; 3) Information displayed on video lottery machines must also be on the internet.	Cannot use any information, representation, or description that contrasts or compares the total payout of other video lottery facilities.	--	The Commission (New York State Gaming Commission) shall cooperate with the Commissioner of Alcoholism and Substance Abuse Services.	--	Civil penalty of \$25,000 for each violation, and an additional civil penalty of up to \$25,000 for each day the violation continues. Any civil penalty may be assessed by the Commission following a hearing or opportunity to be heard.
OH (Ohio Admin. Code 3770-1-01, 3772-13-02)	1) Must state the problem gambling hotline number; 2) Must describe methods to deny future direct advertisement; 3) Must provide a copy of advertisements at least 5 business days before advertising; 4) Must maintain records of advertisements for at least 2 years.	1) False, deceptive or misleading advertisements; 2) Any advertisement that depicts any person under 21 years old engaging in casino gaming	1) Must establish, operate, and publicize an in-state, toll-free telephone number; 2) Must be staffed 24 hours a day, 7 days a week; 3) The costs must be paid with money from the problem casino gambling and addictions fund	1) Ohio Lottery Commission; 2) Ohio Casino Control Commission	--	--

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PA (4 Pa.C.S.A. §§ <u>1509, 1517</u>)	1) Advertisements should not contain false or misleading information. 2) All advertisements must contain a message about receiving help for a gambling problem, including a toll-free helpline for gambling. 3) Each licensee shall conspicuously post signs similar to the following statement: “If you or someone you know has a gambling problem, help is available. Call (Toll-free telephone number).” 4) The signs must be posted within 50 feet of each entrance and exit and within 50 feet of each automated teller machine location within the licensed facility.	--	Must maintain toll-free problem gambling telephone number to provide crisis counseling and referral services to families experiencing difficulty as a result of problem or compulsive gambling.	1) Pennsylvania Gaming Control Board; 2) Bureau of Investigations and Enforcement	--	A licensed facility which fails to post or print the warning signs shall be assessed a fine of \$1,000 for each day that the sign is not posted or printed.
WV (W. Va. Code R. <u>179-5-11</u>)	Must post the statement in at least 24-pitch type size: “CAUTION. Gambling and playing this machine can be hazardous to your health, your finances, and your future.”	--	Must display information for persons who may have a gambling addiction, together with the telephone number “1-800-GAMBLER” or another help line telephone number.	West Virginia Lottery Commission	--	--

This document was developed by Thomas Hoblitzell, JD Candidate and Seungju Kang, JD Candidate with the Legal Resource Center for Public Health Policy at the University of Maryland Francis King Carey School of Law, with funding and support provided in part by the Centers for Disease Control and Prevention. The Legal Resource Center for Public Health Policy provides information and technical assistance on issues related to public health in Maryland. The legal information and assistance does not constitute legal advice or legal representation. For legal advice, please consult specific legal counsel.