

CHAPTER 421b. ADVERTISING GUIDELINES--STATEMENT OF POLICY

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421b.1. Signs, direct mail marketing materials, posters and print advertisements.

421b.2. Billboards.

421b.3. Video and television advertisements.

421b.4. Statements for sources of gambling assistance.

§ 421b.1. Signs, direct mail marketing materials, posters and print advertisements.

The height of the font used for the gambling assistance message in signs, direct mail marketing materials, posters and other print advertisements should be at least the same size as the majority of the text used in the sign, direct mail marketing material, poster or other print advertisement or 2% of the height or width, whichever is greater, of the sign, direct mail marketing material, poster or other print advertisement, whichever is greater.

§ 421b.2. Billboards.

The height of the font used for the gambling assistance message should be at least 5% of the height or width, whichever is greater, of the face of the billboard.

§ 421b.3. Video and television advertisements.

(a) The height of the font used for the gambling assistance message should be at least 2% of the height or width, whichever is greater, of the image that will be displayed.

(b) The gambling assistance message should be visible for the entire time the video or television advertisement is displayed.

§ 421b.4. Statements for sources of gambling assistance.

The following statements may be used to provide information on assistance for potential gambling problems:

(1) If you or someone you know has a gambling problem, help is available. Call (toll free telephone number).

(2) Gambling Problem? Please call (toll free telephone number).

(3) Gambling Problem? Call (toll free telephone number).