POLICY - RESTRICTIONS ON ADVERTISING/SPONSORSHIP SALES

Sec. 1) ADVERTISING OR SPONSORSHIP PARTNERS/VENDORS RESTRICTIONS
a) Advertising that is false, misleading, deceptive, offensive or in poor taste shall be subject to rejection and/or a requirement that it be edited.
b) All advertisements must comply with the applicable laws, rules and regulations of the countries or territories covered by the applicable transmission/broadcast.

Sec. 2) PROHIBITED ADVERTISING OR SPONSORSHIP PARTNERS/VENDORS
a) Without limiting the generality of the provisions, certain categories of advertisements will not be accepted without the prior consent of the Board of Control.
b) These prohibited categories include the following:
   (1) Advocacy Advertisements. An advocacy advertisement is any advertisement that advocates a political, religious or controversial public position;
   (2) Cigarettes or Tobacco Advertisements, or advertising for entities whose primary sales focus is on cigarettes;
   (3) Betting or Gambling Advertisements;
   (4) Firearms Advertisements;
   (5) 900 Phone Number Advertisements;
   (6) Contraceptive Advertisements;
   (7) Tattoo Parlor and Body Piercing Advertisements;
   (8) “NC-17” Rated Movie Advertisements;
   (9) Adult Entertainment Advertisements;
   (10) “R” Rated Movie Advertisements;
   (11) “M” Rated Electronic (computer or video) Games Advertisements;
   (12) Hard Liquor Advertisements, or advertising for entities whose primary sales focus is on alcohol products;
   (13) Beer, Wine, or other Alcoholic Beverage Advertisements, or advertising for entities whose primary sales focus is on alcohol products;
   (14) “High Risk” Investments (e.g., commodities, options, foreign exchange) Advertisements;
   (15) “High Risk” Business Opportunities (e.g., “get rich quick” schemes and business opportunities) Advertisements; and
   (16) “High Risk” Health Offerings.
c) The Kentucky Lottery Corporation shall not be considered a gambling entity as in (3) above, or high risk as defined in (14), (15) or (16) above.