

POLICY- RESTRICTIONS ON ADVERTISING/ SPONSORSHIP SALES

Sec. 1) ADVERTISING OR SPONSORSHIP PARTNERS/VENDORS RESTRICTIONS

- a) Advertising that shall be 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.