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2 **Title 36 MARYLAND STATE LOTTERY AND GAMING CONTROL AGENCY**

3 **Subtitle 10 SPORTS WAGERING PROVISIONS**

4 **Chapter 10 Enforcement of Voluntary Exclusion Program**

5 **Authority: State Government Article, §§9-1A-24 and 9-1E-01—9-1E-15, Annotated Code**
6 **of Maryland**

7 **.03 Requirements.**

8 A. Definitions.

9 (1) In this regulation, the following terms have the meaning indicated.

10 (2) Terms Defined.

11 (a) “Advertisement” means any material that is:

12 (i) Disseminated to the public through broadcasting, publication, mail, or any other means; and

13 (ii) Intended to encourage sports wagering.

14 (b) “Billboard advertisement” means a roadside sign, aviation banner, or event banner that is
15 intended to encourage sports wagering.

16 (c) “Gambling assistance message” means a phrase approved by the Commission to encourage
17 responsible play.

18 (d) “Printed advertisement” means an advertisement that appears in or on a sign, direct mailing,
19 poster, brochure or other written material and is intended to encourage sports wagering.

20 **(e) “Online advertisement” means an advertisement that appears on a website, an**
21 **application, in social media, or otherwise on the internet, that is intended to encourage**
22 **sports wagering.**

23 ~~(f)~~ **(f)** “Responsible gambling awareness materials” means a sticker, a brochure, a wallet card, or
24 other material that conveys only problem gambling resource information.

25 ~~(g)~~ **(g)** “Underage warning message” means the phrase: No bettor under the age of 21 is permitted
26 to participate in sports wagering.

27 B. A sports wagering licensee shall:

For August 28, 2025 Commission.

The proposed amendments establish specific requirements for the font sizing and location of the gambling assistance message on advertisements for sports wagering, to address consumer protection concerns that the gambling assistance message may be buried in tiny font or displayed too briefly.

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- 1 (1) Post signage approved by the Commission that prominently bears the gambling assistance
2 message and the underage warning message at each customer entrance;
- 3 (2) Include banners or other notifications on the sports wagering websites that bear the gambling
4 assistance message and the underage warning message;
- 5 (3) Include the gambling assistance message on an advertisement that is intended to encourage
6 sports wagering;
- 7 (4) Ensure that a printed advertisement bears the gambling assistance message and meets
8 requirements of COMAR 36.10.13.43 and 36.03.03.08;
- 9 (5) Ensure that a billboard bearing a printed advertisement bears the gambling assistance
10 message and meets requirements of COMAR 36.10.13.43 and 36.03.03.08;
- 11 (6) Ensure that a radio, television, video, online, or social media advertisement bears the
12 gambling assistance message and meets requirements of COMAR 36.10.13.43 and 36.03.03.08;
- 13 (7) Ensure that the gambling assistance message is printed on a paper product that is associated
14 with bettor consumption of food or beverage if the paper product is:
 - 15 (a) Special ordered; and
 - 16 (b) Branded with the sports wagering licensees logo;
- 17 (8) Ensure that the gambling assistance message is printed on a sports wagering ticket or sports
18 wagering voucher;
- 19 (9) Place in the sports wagering facility and sports wagering platform responsible gambling
20 awareness information according to its responsible gaming plan required under COMAR
21 36.10.10.02;
- 22 ~~(10) Ensure that the gambling assistance message is conspicuous and readable; and~~
- 23 ~~(11)~~ **(10) Ensure that an advertisement for sports wagering, video lottery terminal, or table game**
24 **play does not include language that suggests an outcome is guaranteed or without risk; and**
- 25 **(11) Ensure that advertisements for sports wagering includes a gambling assistance**
26 **message that complies:**
 - 27 **(a) For signs, direct mail materials, posters, and other printed advertisements:**
 - 28
 - 29 **(i) The font height of the gambling assistance message shall be the greater of:**
30

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1 **1. The same size as the majority of the text in the advertisement; or**

2
3 **2. Three percent of the height or width, whichever is greater, of the advertisement.**

4
5 **(b) For billboards:**

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7 **(i) The font height of the gambling assistance message shall be at least five percent of the**
8 **height or width, whichever is greater, of the face of the billboard.**

9
10 **(c) For video and television advertisements:**

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12 **(i) The gambling assistance message shall be visible for the entire duration of the**
13 **advertisement, with a font size at least three percent of the image height or width; or**

14
15 **(ii) The gambling assistance message shall appear from the first instance sports wagering**
16 **or a licensed operator is displayed or mentioned for not less than three seconds, and again**
17 **on a final screen for the final three seconds of the advertisement; and**

18
19 **(1) The font height shall be at least three percent of the height or width, whichever is**
20 **greater, of the image during the advertisement; and**

21
22 **(2) The font height shall be at least eight percent of the height or width, whichever is**
23 **greater, of the image on the final screen.**

24
25 **(d) For websites and social media:**

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27 **(i) The gambling assistance message shall be posted on each webpage or profile page, and**
28 **on any gaming-related advertisement posted on those pages.**

29
30 **(ii) The font height of the gambling assistance message shall be at least the same size as the**
31 **majority of the text used on the webpage or profile page.**

32
33 **(iii) For advertisements posted on the webpage or profile page, the font height shall comply**
34 **with the requirements in §B(11)(a).**

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