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

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5 **Subtitle 03 GAMING PROVISIONS**

6 **Chapter 06 Enforcement of Voluntary Exclusion Program**

7 **Authority: State Government Article, §9-1A-24, Annotated Code of Maryland**

8 **.03 Requirements.**

9 **A. Definitions.**

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

11 (2) Terms Defined.

12 (a) “Advertisement”[?] means any material that is:

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

14 (ii) Intended to encourage video lottery terminal or table game play.

15 (b) “Billboard advertisement” means a roadside sign, aviation banner, or event banner that is intended to encourage video lottery terminal or table game play.

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

17 (d) “Printed advertisement” means an advertisement that appears in or on a sign, direct mailing, poster, brochure or other written material and is intended to encourage video lottery terminal or table game play.

18 **(e) “Online advertisement” means an advertisement that appears on a website,**
19 **an application, in social media, or otherwise on the internet, that is intended to**
20 **encourage video lottery terminal or table game play.**

21 ~~{(e)}~~ **(f)** “Responsible gambling awareness materials” means a sticker, a brochure, a wallet card,
22 or other material that conveys only problem gambling resource information.
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25 For October 23, 2025 Commission.

The proposed amendments eliminate the specific wording required for the underage warning for casino gaming floors. Establish specific requirements for the font sizing and location of the gambling assistance message on advertisements, to address consumer protection concerns that the gambling assistance message may be buried in a tiny font or displayed too briefly. These standards will align with existing requirements in the sports wagering regulations, ensuring consistency across all forms of regulated gaming advertising.

Revised October 14, 2025

1 ~~{(f)}~~ **(g)**“Underage warning message” means the ~~[phrase:-]~~**language** ~~[convey]~~ **that prohibits**
2 **individuals** ~~["No patron"]~~ under the age of 21 ~~[is permitted-]~~on the **gaming** floor^[22].

3 B. A facility operator shall:

4 (1) Post signage approved by the Commission that prominently bears the gambling assistance
5 message and the underage warning message at each customer entrance to the gaming floor;

6 (2) Include the gambling assistance message on an advertisement that is intended to encourage
7 video lottery terminal or table game play at its facility;

8 (3) Ensure that a printed advertisement bears the gambling assistance message and meets
9 requirements of COMAR 36.03.03.08;

10 (4) Ensure that a billboard bearing a printed advertisement bears the gambling assistance
11 message and meets requirements of COMAR 36.03.03.08;

12 (5) Ensure that a radio, television, or video advertisement bears the gambling assistance message
13 and meets requirements of COMAR 36.03.03.08;

14 (6) Ensure that the gambling assistance message is printed on a paper product that is associated
15 with player consumption of food or beverage if the paper product is:

16 (a) Special ordered; and

17 (b) Branded with the facility's logo;

18 (7) Ensure that the gambling assistance message is printed on ticket stock;

19 (8) Place in the facility responsible gambling awareness materials according to its responsible
20 gaming plan required under Regulation .02 of this chapter; and

21 ~~{(9) Ensure that the gambling assistance message is conspicuous and readable.}~~

22 **(9) Ensure that an advertisement does not include language that suggests an outcome is**
23 **guaranteed or without risk; and**

24 **(10) Ensure that an advertisement includes a gambling assistance message that:**

25 **(a) For a printed advertisement, the font height is the greater of:**
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1 (i) The majority of the text in the advertisement; or

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3 (ii) Three percent of the height or width of the advertisement.

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5 (b) For a billboard advertisement, the font height of the gambling assistance message shall
6 be at least five percent of the height or width, whichever is greater, of the face of the
7 billboard;

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9 (c) For a video and television advertisement, the gambling assistance message shall:

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11 (i) Be visible for the entire duration of the advertisement, with a font size that is at least
12 three percent of the image height or width, whichever is greater; or

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14 (ii) From the first instance video lottery terminal, table game play or a facility operator is
15 displayed, appear on the final screen for at least the final three seconds of the
16 advertisement with a font height that is at least eight percent of the image height or width,
17 whichever is greater;

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19 (d) For websites and social media, the gambling assistance message shall:

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21 (i) Be posted on each webpage or profile page, and on any gaming-related advertisement
22 posted on the webpage or profile page, with a font height that is at least the same size as the
23 majority of the text used on the webpage or profile page; or

24
25 (ii) Meet the font height shall comply with the requirements in §B(10)(a).

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