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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)~~ **“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)~~ **“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:

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

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

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

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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.

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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

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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

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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

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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.

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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.

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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.

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