

## Title 36

### MARYLAND STATE LOTTERY AND GAMING CONTROL AGENCY

#### Subtitle 03 GAMING PROVISIONS

##### 36.03.06 Enforcement of Voluntary Exclusion Program

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

##### .03 Requirements.

###### A. Definitions.

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

(2) Terms Defined.

(a) "Advertisement": means any material that is:

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

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

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

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

(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.

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

~~[(e)]~~ (f) "Responsible gambling awareness materials" means a sticker, a brochure, a wallet card, or other material that conveys only problem gambling resource information.

~~[(f)]~~ (g) "Underage warning message" means the ~~[phrase:]~~ **language that prohibits individuals** ~~["No patron"]~~ under the age of 21 ~~[is permitted]~~ on the ~~[casino]~~ **gaming floor"**.

###### B. A facility operator shall:

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

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

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

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

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

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

(a) Special ordered; and

- (b) Branded with the facility's logo;
- (7) Ensure that the gambling assistance message is printed on ticket stock;
- (8) Place in the facility responsible gambling awareness materials according to its responsible gaming plan required under Regulation .02 of this chapter; and
- (9) Ensure that ~~[the gambling assistance message is conspicuous and readable.]~~ **an advertisement does not include language that suggests an outcome is guaranteed or without risk; and**
- (10) Ensure that an advertisement includes a gambling assistance message that:**
  - (a) For a printed advertisement, the font height is the greater of:**
    - (i) The majority of the text in the advertisement; or**
    - (ii) Three percent of the height or width of the advertisement.**
  - (b) For a billboard advertisement, the font height of the gambling assistance message shall be at least five percent of the height or width, whichever is greater, of the face of the billboard;**
  - (c) For a video and television advertisement, the gambling assistance message shall:**
    - (i) Be visible for the entire duration of the advertisement, with a font size that is at least three percent of the image height or width, whichever is greater; or**
    - (ii) From the first instance video lottery terminal, table game play or a facility operator is displayed, appear on the final screen for at least the final three seconds of the advertisement with a font height that is at least eight percent of the image height or width, whichever is greater;**
  - (d) For websites and social media, the gambling assistance message shall:**
    - (i) Be posted on each webpage or profile page, and on any gaming-related advertisement posted on the webpage or profile page, with a font height that is at least the same size as the majority of the text used on the webpage or profile page; or**
    - (ii) Meet the font height and shall comply with the requirements in**

**§B(10)(a).**