

- §1.** The Board finds that the State has a compelling interest in deterring excessive use of alcohol and tobacco products, especially by minors. The Board finds that the State has a compelling interest in ensuring that minors are aware of the law that prohibits persons under age 21 from engaging in gambling at the slot or casino facility.
- §2.** All advertising, marketing and promotional materials (referred to collectively as “advertising”) related to slot machines or table games or referencing slot machines or table games to be utilized by a slot machine or casino operator or person acting on behalf of the operator, shall be filed with the Gambling Control Board thirty days prior to use. This section can be waived, in writing, by the Board or its designee. Advertising materials that have been previously filed with the Board and that have not been substantially altered need not be prefiled, but may be filed with the Board contemporaneously with distribution.
- §3.** Advertising shall comply with the following standards:
- A. False, misleading and deceptive advertising is prohibited.
 - B. Depictions of the use of alcohol and tobacco are prohibited.
 - C. Depictions of persons under the age of 21 engaged in gambling are prohibited.
 - D. Guarantees of success, riches or gambling winnings are prohibited.
 - E. Advertising must include a disclaimer as follows: “Persons under 21 years of age may not enter the gaming area unless licensed as employees.”
 - F. Advertising must comply with all applicable Maine and federal laws.
- § 4.** On receipt of notice from the Board or its Director that advertising may be in violation of these rules or other laws of the State of Maine and upon request by the Board or its designee to do so, the licensee will suspend, or cause its agent or representative to suspend, the advertising campaign. Suspension of the use of the advertising materials in question will continue pending resolution of the matter, including any proceedings pursuant to 8 M.R.S.A. chapter 31, subchapter 5.
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STATUTORY AUTHORITY: 8 M.R.S.A. §1003

EFFECTIVE DATE:

February 21, 2005 – filing 2005-69

AMENDED:

November 26, 2005 – Section 2, filing 2005-482

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