



Ohio Administrative Code Rule 3770:3-7-03 Advertising.

Effective: September 25, 2022

(A) The director may prohibit type C sports gaming proprietors from engaging in certain advertising and promotions deemed by the director to be inappropriate. Unless otherwise approved by the director, any costs associated with advertising or promotions initiated by the type C sports gaming proprietor are the responsibility of the type C sports gaming proprietor. The director may initiate advertising and promotional programs and may provide type C sports gaming proprietors with such materials as deemed appropriate.

(B) A type C proprietor must submit advertising programs to the director for approval.

(C) All sports gaming advertisements must comply with the restrictions as set forth in section 3775.02 of the Revised Code and are subject to the approval of the director.

(1) Clearly convey the conditions under which the Ohio lottery commission sports gaming is being offered.

(2) Disclose the identity of the type C sports gaming proprietor.

(3) Clearly and conspicuously include messages designed to prevent problem gambling and provide information about how to access resources related to problem gambling, as required and approved by the director.
