OVERVIEW

The Lottery Director may prohibit video lottery sales agents from engaging in certain advertising and promotions deemed inappropriate by the Lottery Director. Video lottery sales agents agree to be bound by the decision of the Lottery Director relating to advertising and promotions. The Lottery Director may initiate advertising and promotional programs relating to video lottery gaming and may provide promotional materials to the video lottery sales agents.

REFERENCE DOCUMENTS

Ohio Administrative Code 3770:2-6-05
Video Lottery Sales Agent Terms and Conditions
NASPL Advertising Guidelines, Approved March 19, 1999 at www.naspl.org

ADVERTISING PROGRAMS

The Video Lottery Sales Agent advertising program shall be created with consideration of the NASPL Advertising Guidelines. The program must not target children; contain political, religious, or ideological content; contain material that disparages any person or group of people; contain material that would be offensive to an ordinary reasonable person; or contain controversial or inflammatory messages.

The Video Lottery Sales Agent shall present an annual advertising plan which shall describe at a high level the main components of the advertising program. The Video Lottery Sales Agent shall agree that its plan does not conflict with the NASPL standards.

PROMOTIONAL CREDIT PROGRAM

The issuance of promotional credits is subject to approval of the Director. The Video Lottery Sales Agent shall present an annual promotional credit plan which shall propose the quantity and dollar value of promotional credits to be awarded and shall describe the allocation of credits amongst programs (e.g. direct mail, player loyalty).

CONTACT

For further information contact: Constance.Miller@olc.state.oh.us