



ADVERTISING POLICY

Purpose

The purpose of this Advertising Policy is to outline the standards by which the New Mexico Lottery conducts its advertising. For the purposes of this Policy, advertising is defined as the products and methods used to promote the Lottery and its Lottery games. This includes but is not limited to: concepts, commercials, news releases, announcements, logos, and printed materials created either in-house or by the Lottery's advertising agency for use in a variety of venues including but not limited to television, radio, print, outdoor, internet, retail locations, special events and promotions.

Content and Tone

- Advertising shall maintain respect for the individual and shall not degrade the image or status of a person or persons based on gender, age, race, religion or socioeconomic group.
- Advertising shall not contain language, images or actions that are obscene, lewd or otherwise inappropriate.
- Advertising shall not encourage people to play excessively nor beyond their means.
- Advertising shall not promote the Lottery as a way of relieving a person's financial difficulties nor as an alternative to work.

Media Placement

- Advertising shall not appear in programming that is directed primarily at those under the legal age.
- Advertising shall not appear in programming that portrays excessive gambling or a preoccupation with gambling
- Advertising shall not appear in programming that is political in nature.
- Advertising shall not appear in programming that is of questionable taste (including, but not limited to, subject matter that is obscene, lewd or otherwise inappropriate).

Responsible Gaming

- Advertising shall inform the public of the age restrictions to purchase Lottery products where reasonable and appropriate.
- Advertising shall clearly state the odds of winning where reasonable and appropriate.
- Advertising shall include a "play responsibly" message where reasonable and appropriate.

Procedures

The Marketing & Communications Department shall establish and maintain procedures for advertising that follow the standards of this Policy.

Ownership of Rights

The New Mexico Lottery exclusively owns all advertising materials as defined in this Policy. All such property is and shall remain property of the Lottery. The rights to such property may not be provided in part or whole to another party without the prior written approval of the CEO with advance written notification to the Board of Directors.