

Illinois Lottery Advertising Policy

Adopted May 21, 2014

Purpose

This Advertising Policy outlines the standards by which the Illinois Lottery, itself and through its Private Manager, shall conduct its advertising. The Lottery is committed to conducting itself in an ethical and socially responsible manner throughout all aspects of its business.

For the purposes of this Policy, advertising is defined as the products and methods used to promote the Lottery and its games. This includes but is not limited to: concepts, commercials, news releases, announcements, logos, and printed materials created 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, sexual orientation or socioeconomic group.
- Advertising shall not be directed at any gender, race, religion, sexual orientation 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 nor make allusions to ease of winning or good odds.
- Advertising shall not include children as major characters.
- Advertising shall not emphasize winability.
- 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 to purchase Lottery products.

- Advertising shall not appear in programming that portrays excessive gambling or a preoccupation with gambling.

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.