



2010 NFL Season

PROHIBITED ADVERTISING CATEGORIES

(Note that examples listed within specific categories are provided for illustrative purposes only.)

1. Contraceptives (e.g., condoms), except to the extent otherwise expressly permitted under the pharmaceutical category.
2. Dietary and/or nutritional supplements and products (including energy drinks) that contain ingredients other than vitamins and minerals for which the FDA has established recommended daily intakes, or any substance prohibited pursuant to League policies. Health and nutrition stores are permitted, provided that they do not reference any dietary or nutritional supplements or products, or any prohibited substances.
3. Distilled spirits and flavored malt beverages (e.g., Smirnoff Ice, Bacardi Silver); however, traditional malt beverages (e.g., beer) and non-alcoholic malt beverages and wine are permitted, subject to specific League guidelines.
4. Establishments that feature nude or semi-nude performers.
5. Firearms, ammunition or other weapons; however, stores that sell firearms and ammunitions (e.g., outdoor stores and camping stores) will be permitted, provided they sell other products and the ads do not mention firearms, ammunition or other weapons.
6. Fireworks.
7. Gambling-related advertising, including, without limitation, advertising for any hotel, casino or other establishment that houses gambling regardless of whether the advertising references gambling, as well as any advertising that would violate the terms of the League's television agreements or policy on gambling advertising, except:
 - a. general advertising from a state or municipal lottery, provided that such lottery organization does not offer any betting scheme that is based on real sporting events or performances in them; or
 - b. general advertising from horse- or dog-racing tracks, or from state or municipal off-track betting organizations, provided that such horseracing, dog-racing or off-track betting establishment offers neither (i) betting schemes based on real sporting events (other than horse or dog races) or performances in them or (ii) casino games of any kind; or
 - c. general advertising for tourist destinations, including Las Vegas, subject to the following:
 - i. **NFL APPROVAL:** All such ads must be approved in advance by the NFL. Please send to NFL Broadcasting, to the attention of Cathy Yancy, for NFL review.

- ii. **ADVERTISING ONLY:** Only general advertising will be permitted (e.g., advertising units). Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited. (For example, vegas.com ads in commercial breaks will be acceptable but a pre-game sponsorship or sponsored feature in NFL programming will not be permitted).
 - iii. **TOURISM DESTINATIONS ONLY:** Only tourism destinations (e.g., Nevada, Las Vegas, Lake Tahoe) are permitted, subject to the terms hereof. The prohibition of ads for hotels, casinos and other institutions that house gambling will remain in place regardless of whether or not such ads explicitly reference gambling.
 - iv. **CONTENT:** Ads may not contain any gambling references - audio or visual - or any other gambling imagery. (For clarity, ads for Las Vegas tourism may not contain images of slot machines, dice, cards, or a wide shot of Vegas strip and casinos but may contain images of golf, swimming pools, and performers). The content of the ads (audio and/or visual) must be "family friendly". Any suggestive ads or those showing or suggesting inappropriate activity (e.g., excessive use of alcohol, sexual adventures), or those that imply general misbehavior (e.g., "What happens in Vegas Stays in Vegas") will not be approved.
 - v. **ANCILLARY MENTIONS:** Airline and other travel-related ads may now mention Las Vegas in an ancillary manner (e.g., "Fly Southwest Airlines from Los Angeles to Las Vegas for \$59").
8. Illegal products or services.
9. Movies, video games and other media that contain or promote objectionable material or subject matter (e.g., overtly sexual or excessively violent material), as determined by the NFL.
10. Restorative or enhancement products (e.g., "male enhancement" products), except to the extent otherwise expressly permitted under the pharmaceutical category.
11. Sexual materials or services (e.g., pornography or escort services).
12. Social cause/issue advocacy advertising, unless otherwise approved in advance by the NFL. If approved, only general advertising will be permitted (e.g., advertising units). Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited.
13. Tobacco products (e.g., cigarettes, cigars, pipe tobacco, chewing tobacco and snuff).
14. Advertisements for pharmaceutical products (both prescription and over-the-counter (non-prescription)) are permitted only under the following terms and conditions:
- (a) Only general advertising will be permitted (e.g., advertising units).
 - (b) Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited; provided that in limited circumstances sponsorships by over-the-counter pharmaceutical products may be permitted with the prior written approval of the NFL.
 - (c) Categories of permitted/prohibited pharmaceutical products (both prescription and over-the-counter) may be modified by League at any time.
 - (d) Advertising for over-the counter pharmaceuticals is generally permissible (provided they do not otherwise fall in a category listed above)

- (e) Advertising for prescription medications is permitted currently in only the following categories:
- i. Analgesics (Non-Opioid Only) (e.g., Celebrex, Mobic)
 - ii. Antibacterials (e.g., Zithromax, Levaquin)
 - iii. Antidementia / Alzheimer's Agents (e.g., Aricept)
 - iv. Antidepressants / Anxiolytics (e.g., Lexapro, Zoloft)
 - v. Antifungals (e.g., Diflucan)
 - vi. Antigoit Agents (e.g., Zylprim)
 - vii. Anti-Insomnia Agents (e.g., Lunesta, Ambien)
 - viii. Anti-Inflammatory Agents (Non-Steroidal Only) (e.g., Celebrex, Mobic)
 - ix. Anti-Migraine Agents (e.g., Topamax)
 - x. Antiparasitics (e.g., Malarone, Stromectol)
 - xi. Anti-Parkinson / Movement Disorder Agents (e.g., Requip, Mirapex)
 - xii. Antispasticity Agents (e.g., Zanaflex)
 - xiii. Antivirals (e.g., Kaletra, Zovirax)
 - xiv. Blood Glucose Regulators / Diabetes Medications (e.g., Januvia)
 - xv. Cardiovascular Agents (including Cholesterol Reducing) (e.g., Lipitor, Norvasc)
 - xvi. Dental and Oral Agents (e.g., Aphthasol)
 - xvii. Dermatological Agents (e.g., Taclonex)
 - xviii. Gastrointestinal Agents (including Inflammatory Bowel Disease Agents) (e.g., Nexium, Asacol)
 - xix. Genitourinary Agents (including Erectile Dysfunction and Prostate Medications) (e.g., Flomax, Viagra, Hytrin)
 - xx. Hair Renewal and Growth (e.g., Propecia)
 - xxi. Immune Suppressants / Immunomodulators (e.g., Betaseron, Orencia)
 - xxii. Metabolic Bone Disease Agents (including Anti-Osteoporosis Agents) (e.g., Boniva)
 - xxiii. Ophthalmic Agents (e.g., Restasis)
 - xxiv. Oral Contraceptives (e.g., Loestrin 24)
 - xxv. Otic Agents (e.g., Auralgan)
 - xxvi. Respiratory Tract Agents (Allergy and Asthma Medications) (e.g., Flonase, Zyrtec, Pulmicort)
 - xxvii. Smoking Cessation Products (e.g., Chantix)
 - xxviii. Vaccines (e.g., Gardasil, Fluvirin)



NFL Policy on Gambling Advertising and Promotion

During any NFL-Based Telecasts, including, without limitation, any Game Telecast, network shall not accept, telecast, broadcast or otherwise Distribute any advertising or promotion for any product or service relating in any way to gambling or sports betting or lotteries or any advertising or promotional spot which depicts or mentions, or includes any reference to, gambling or sports betting or lotteries. Further, network shall not telecast, broadcast or otherwise Distribute in any medium whatsoever (including, without limitation, print advertisements, printed schedules, Internet site mentions, Tickers, or similar materials) any promotional announcement or informational material for or related to League that includes any reference to or mention of gambling or sports betting or lotteries. The subject matter included within the terms "gambling" and "sports betting or lotteries" as used herein shall include, without limitation, sports books, tout services, line services, or other such services whose activities are significantly geared to sports betting; casinos; hotels that include gambling establishments; riverboat gambling establishments; Indian gaming establishments authorized under federal law; and other facilities that house or operate any commercial gambling establishment. The prohibitions set forth in this policy shall apply to any form of advertising or promotional messages or materials for any service or establishment mentioned in the immediately preceding sentence, regardless of whether the text, graphic content, video content, and audio content of an advertisement, mention, or promotion of the same contains a specific mention or suggestion of the availability of gambling (*provided that* this policy shall not preclude network or any cable affiliate from accepting advertising concerning local, state, or national referenda or legislation concerning gambling). Network also agrees that neither network, nor any programming or production entity affiliated with either of them shall originate any NFL-Based Telecast (or any portion thereof) from any establishment described in this policy. In no event shall network, during any Game Telecast, or any other NFL-Based Telecast, air or permit Network to air any images depicting, and network shall use reasonable efforts to cause any announcer or studio personality not to make any statements or provide any commentary suggesting the basis for or otherwise facilitating, gambling or wagering on the League or its member clubs including, for example, reports on point spreads, over-unders or wagers placed on individual teams or games. For any network programming other than NFL-Based Telecasts, network may not use any League Controlled Marks or NFL-Based Footage in segments dealing with gambling or sports betting or lotteries, or in connection with any segments sponsored by or which include advertising for any product or service, or include any advertising or promotional spot which depicts or mentions, or includes any reference to, gambling or sports betting or lotteries, or otherwise include NFL-themed segments dealing with gambling or sports betting or lotteries. Network shall review with League any elements it contemplates using in NFL-Based Programming which may incorporate statements or commentary that will facilitate gambling or wagering on the League or its member clubs including, for example, reports on point spreads or wagers placed on individual teams or games. Network shall make such changes as League may specify to address any concerns of League with respect to such elements. Network shall cause any cable affiliates within its control, if any, to comply with, shall use reasonable efforts to cause all other cable affiliates to comply with, and shall not authorize any noncompliance by any cable affiliate with, or any variance by any cable affiliate from, the provisions of this policy.