CREATIVE REQUIREMENTS

Gambling & Casino **Ads**

What your casino, gaming, or sports betting ads need to run.

Gambling ads are held to a higher standard. Following these requirements helps your ads get approved quickly and keeps your campaign running smoothly.

BEFORE YOU LAUNCH

Get pre-approved

All casino, gambling, and sports betting advertisers and ads must be approved before launch.

Be licensed

Your business must be licensed by the right regulator in each area you target.

RESPONSIBLE GAMING MESSAGE

Every ad needs responsible gaming messaging, plus a toll-free helpline number where practical. For example:

- "21+, please play responsibly."
- "Results may vary. Only available in certain states."
- "Capital at risk."
- "Gambling problem? Call [helpline number]."

YOUR ADS MUST NOT

- Use images, symbols, or language that appeal to children or minors
- Be untruthful or misleading
- Encourage irresponsible or excessive gambling
- Connect gambling with alcohol or tobacco
- Suggest gambling leads to social, financial, or personal success
- Imply or suggest any illegal activity

SPECS

Display sizes	320x50, 728x90, 160x600, 300x250, 300x600, 970x250, 320x480, 480x320, 768x1024, 1024x768
Display files	JPG or PNG (750 KB max), GIF (3.5 MB max), HTML5 (2 MB max), or third-party ad tags
Video	MP4 preferred, 1 GB max, 1920x1080 (16:9), 15 or 30 seconds

Ads and your company must follow the rules of every community where you advertise. Max Media Digital can't provide legal advice. Please consult your legal team to make sure your ads follow all federal, state, and local laws.

Play it smart.

We'll help you build compliant ads that still drive action.

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