

****The information contained in the Out-of-Home Advertising Guidelines (the "Guidelines") is being provided for general information purposes only. The information in the Guidelines does not constitute legal or other professional advice or an opinion of any kind. Readers are advised to seek specific legal advice by contacting their own legal counsel regarding any of the information contained herein including, but not limited to, legislative interpretation or specific legal issues. OMAC does not warrant or guarantee the quality, accuracy or completeness of any information provided. Moreover, the information in the Guidelines that refers to third party information, including but not limited to government legislation, should not be relied upon as accurate, timely or fit for any particular purpose. Stated simply, readers should consult their legal counsel before undertaking or accepting any advertising to ensure legal obligations and interpretations are accurate.**

Governed by the Ontario Alcohol and Gaming Commission

An advertisement cannot promote excessive consumption or depict excessive or prolonged consumption, or excessive quantity of liquor, or occasions of use or drinking situations, which are likely to involve risk to those present. An example of excessive consumption, which cannot be implied, is consumption of more than three drinks on an occasion

Advertisements may not promote the merits of consumption

Advertisements may not make claims, direct or implied, of healthful, nutritive, curative, dietetic, stimulative or sedative benefits of the liquor product

Advertisements cannot imply that consumption of liquor is required in obtaining or enhancing:

- social, professional or personal success
- athletic prowess
- sexual prowess, opportunity or appeal
- enjoyment of any activity
- fulfillment of any goal
- resolution of social, physical or personal problems

Endorsement of a liquor product by well-known personalities shall not directly or indirectly suggest that the consumption of any liquor has contributed to the success of their particular endeavours

Advertisements cannot appeal, either directly or indirectly, to persons under the legal drinking age, or is not placed in media that are targeted specifically at people under that age

Advertisements cannot associate consumption of liquor with driving a motorized vehicle, or with any activity that requires care and skill or has elements of danger

Advertisements cannot depict motorized vehicles in motion in advertising showing consumption of liquor, unless the motorized vehicle is a form of public transportation

Advertisements cannot suggest any illegal sale, illegal purchase, illegal gift, illegal handling or illegal consumption of liquor

For detailed information visit:

http://www.agco.on.ca/pdfs/en/guides/1205_a.pdf

Amendments current as of June 2011

Date of OMAC update: November 2011