

# OVERVIEW OF ABC BOARD REGULATIONS CONCERNING OPERATION OF LICENSED PREMISES AND ADVERTISING ALCOHOLIC BEVERAGES

## **20-X-7-01 GENERAL ADVERTISING PROVISIONS**

The following regulations shall apply to all advertising of alcoholic beverages regardless of medium:

- (a) All proposed advertising shall be submitted to the ABC Board for prior approval before dissemination within Alabama. This includes, but is not limited to, radio, television, newspapers, magazines, billboards, point-of-sale materials, novelty items, clothing, promotions and aerial displays. Once approved, advertising may be disseminated repeatedly if there are no substantial or material deviations in the use, message, or distribution thereof.
- (b) The ABC Board may exercise its discretion to prohibit advertising it considers objectionable.
- (c) All advertisements shall pertain to alcoholic beverages approved and/or listed by the ABC Board at the time such advertisements are disseminated.
- (d) No advertisement may include any illustration(s) of any person(s) consuming alcoholic beverages or any person(s) posed in an immodest or sensuous manner, nor shall any advertising contain profanity or offensive language.
- (e) No advertisement shall include anything which might appeal to minors by implying that the consumption of alcoholic beverages is fashionable or the accepted course of behavior.
- (f) No promotional activities, sweepstakes, or contests may award alcoholic beverages as prizes therefore.
- (g) Refund coupons or cents-off coupons which require or induce the purchase of table wine or beer are prohibited.

**Author:** ABC Board - **Statutory Authority:** Code of Ala. 1975, §28-3-49.

## **20-X-7-02 ADVERTISING BY RADIO AND TELEVISION**

The ABC Board reserves the right to review and/or reject any advertising of alcoholic beverages via the medium of radio, television and Internet which the ABC Board deems objectionable, improper, or not in conformity with these regulations. It shall be the responsibility of each licensee to supply the ABC Board with documentation indicating the full and complete content of any such advertising prior to the dissemination thereof. **Author:** ABC Board - **Statutory Authority:** Code of Ala. 1975, §§28-3-16; 28-3-49.

### **Q & A**

- **Is brand advertising legal? YES**
- **What about advertising special deals (two-for-one, buy one drink get two free, etc)? NO** – you may advertise discount prices provided there is no violation of “Happy Hour” restrictions, but advertising which promotes excessive drinking is prohibited.
- **Is there any time period in station broadcast schedules in which alcohol advertising is prohibited? NO**
- **Are there any dates on which alcohol advertising is prohibited? NO**
- **May stations give away alcoholic beverages (as a prize, through drawing, etc.) In a station promotion or as part of a promotion at a beverage dispensing outlet (ABC Board licensee)? NO**