

# SENATE, No. 2356

## STATE OF NEW JERSEY 222nd LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2026 SESSION

**Sponsored by:**

**Senator JOHN F. MCKEON**

**District 27 (Essex and Passaic)**

**Senator RENEE C. BURGESS**

**District 28 (Essex and Union)**

**Co-Sponsored by:**

**Senator Turner**

**SYNOPSIS**

Requires Division of Gaming Enforcement to arrange study and implement certain language requirements in gambling advertisements; restricts advertisements and promotions in certain locations.

**CURRENT VERSION OF TEXT**

As reported by the Senate State Government, Wagering, Tourism & Historic Preservation Committee with technical review.



**(Sponsorship Updated As Of: 5/28/2026)**

1 AN ACT concerning gambling advertisements, supplementing  
2 P.L.1977, c.110, and amending P.L.1977, c.110 and P.L.2018,  
3 c.33.  
4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*  
6 *of New Jersey:*  
7

8 1. a. The Division of Gaming Enforcement in the Department  
9 of Law and Public Safety shall arrange for the conduct of a study to  
10 determine the effectiveness of various words and phrases to be used  
11 in advertisements for casino games and sports pools, in addition to  
12 the language required pursuant to section 70 of P.L.1977, c.110  
13 (C.5:12-70) and section 4 of P.L.2018, c.33 (C.5:12A-13), to deter  
14 illegal or irresponsible gambling, challenge perceptions of  
15 gambling, and to encourage the use of responsible gambling tools.

16 b. At a minimum, the study shall evaluate whether:

17 (1) certain words or phrases resonate with members of the  
18 public;

19 (2) certain words or phrases are more likely to cause persons  
20 engaged in gambling activities to bet responsibly;

21 (3) the placement of words and phrases in different locations on  
22 an advertisement may better draw the attention of viewers;

23 (4) the size of the font and any distinguishing features of the  
24 text, such as bold or underline, may emphasize the message for  
25 members of the public;

26 (5) the use of different messages would be more effective in  
27 reaching problem gamblers, persons on the list of self-excluded  
28 persons established pursuant to section 1 of P.L.2001, c.39 (C.5:12-  
29 71.2), and persons under the legal age to gamble in this State; and

30 (6) the repeated use of the same words and phrases diminishes  
31 their effectiveness.

32 c. The study shall be completed within 12 months of the  
33 effective date of P.L. , c. (C. ) (pending before the Legislature  
34 as this bill) and the division shall publish a copy of its findings on  
35 its Internet website.

36 d. Following completion and review of the study, the division  
37 shall develop not less than three, but not more than 10 key words or  
38 phrases that shall be used in advertisements for casino games and  
39 sports pools in this State, or take such other action as otherwise  
40 informed by and determined as a result and following review of the  
41 study, and may review and revise these key words or phrases at  
42 such intervals as the division deems necessary to enhance the  
43 effectiveness of the messaging. The division shall adopt  
44 regulations, pursuant to the "Administrative Procedure Act,"  
45 P.L.1968, c.410 (C.52:14B-1 et seq.) and in accordance with section

**EXPLANATION** – Matter enclosed in bold-faced brackets **[thus]** in the above bill is  
not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

1 70 of P.L.1977, c.110 (C.5:12-70) and section 4 of P.L.2018, c.33  
2 (C.5:12A-13), that require at least one of such words or phrases to  
3 be included in advertisements for casino games and sports pools at a  
4 frequency that optimizes their effectiveness.

5  
6 2. Section 70 of P.L.1977, c.110 (C.5:12-70) is amended to  
7 read as follows:

8 70. Required Regulations. a. The division shall, without  
9 limitation include the following specific provisions in its  
10 regulations in accordance with the provisions of this act:

11 (1) Prescribing the methods and forms of application and  
12 registration which any applicant or registrant shall follow and  
13 complete;

14 (2) Prescribing the methods, procedures and form for delivery of  
15 information concerning any person's family, habits, character,  
16 associates, criminal record, business activities and financial affairs;

17 (3) Prescribing such procedures for the fingerprinting of an  
18 applicant, employee of a licensee, or registrant, and methods of  
19 identification which may be necessary to accomplish effective  
20 enforcement of restrictions on access to the casino floor, the  
21 simulcasting facility, and other restricted areas of the casino hotel  
22 complex;

23 (4) Prescribing the method of notice to an applicant, registrant  
24 or licensee concerning the release of any information or data  
25 provided to the commission or division by such applicant, registrant  
26 or licensee;

27 (5) Prescribing the manner and procedure of all hearings  
28 conducted by the division or any hearing examiner, including  
29 special rules of evidence applicable thereto and notices thereof;

30 (6) Prescribing the manner and method of collection of  
31 payments of taxes, fees, and penalties;

32 (7) Defining and limiting the areas of operation, the rules of  
33 authorized games, including games played upon and wagered  
34 through the Internet, odds, and devices permitted, and the method of  
35 operation of such games and devices;

36 (8) Regulating the practice and procedures for negotiable  
37 transactions involving patrons, including limitations on the  
38 circumstances and amounts of such transactions, and the  
39 establishment of forms and procedures for negotiable instrument  
40 transactions, redemptions, and consolidations;

41 (9) Prescribing grounds and procedures for the revocation or  
42 suspension of operating certificates, licenses and registrations;

43 (10) Governing the manufacture, distribution, sale, deployment,  
44 and servicing of gaming devices and equipment;

45 (11) Prescribing for gaming operations the procedures, forms and  
46 methods of management controls, including employee and  
47 supervisory tables of organization and responsibility, and minimum  
48 security and surveillance standards, including security personnel

1 structure, alarm and other electrical or visual security measures;  
2 provided, however, that the division shall grant an applicant for a  
3 casino license or a casino licensee broad discretion concerning the  
4 organization and responsibilities of management personnel who are  
5 not directly involved in the supervision of gaming or simulcast  
6 wagering operations;

7 (12) Prescribing the qualifications of, and the conditions  
8 pursuant to which, engineers, accountants, and others shall be  
9 permitted to practice before the division or to submit materials on  
10 behalf of any applicant or licensee; provided, however, that no  
11 member of the Legislature, nor any firm with which said member is  
12 associated, shall be permitted to appear or practice or act in any  
13 capacity whatsoever before the commission or division regarding  
14 any matter whatsoever, nor shall any member of the family of the  
15 Governor or of a member of the Legislature be permitted to so  
16 practice or appear in any capacity whatsoever before the  
17 commission or division regarding any matter whatsoever;

18 (13) Prescribing minimum procedures for the exercise of  
19 effective control over the internal fiscal affairs of a licensee,  
20 including provisions for the safeguarding of assets and revenues,  
21 the recording of cash and evidence of indebtedness, and the  
22 maintenance of reliable records, accounts, and reports of  
23 transactions, operations and events, including reports to the  
24 division;

25 (14) Providing for a minimum uniform standard of accountancy  
26 methods, procedures and forms; a uniform code of accounts and  
27 accounting classifications; and such other standard operating  
28 procedures, including those controls listed in subsection a. of  
29 section 99 of P.L.1977, c.110 (C.5:12-99), as may be necessary to  
30 assure consistency, comparability, and effective disclosure of all  
31 financial information, including calculations of percentages of  
32 profit by games, tables, gaming devices and slot machines;

33 (15) Requiring quarterly financial reports and the form thereof,  
34 and an annual audit prepared by a certified public accountant  
35 licensed to do business in this State, attesting to the financial  
36 condition of a licensee and disclosing whether the accounts, records  
37 and control procedures examined are maintained by the licensee as  
38 required by this act and the regulations promulgated hereunder;

39 (16) (a) Governing the gaming-related advertising of casino  
40 licensees, their employees and agents, and contracted operators,  
41 including, but not limited to, online gaming operators and online  
42 sports wagering operators, with the view toward assuring that such  
43 advertisements are in no way deceptive; provided, however, that  
44 such regulations **【**shall require the words "Bet with your head, not  
45 over it," or some comparable language approved by the division, to  
46 appear on all billboards, signs, and other on-site advertising of a  
47 casino operation and**】** shall require the words "If you or someone  
48 you know has a gambling problem and wants help, call 1-800

1 GAMBLER," or some comparable language approved by the  
2 division, which language shall include the words "gambling  
3 problem" and "call 1-800 GAMBLER," and shall additionally  
4 require at least one of the words or phrases found to be appropriate  
5 by the division pursuant to section 1 of P.L. , c. (C. )  
6 (pending before the Legislature as this bill), to appear legibly on all  
7 print, billboard, and sign advertising of a casino operation and to be  
8 clearly communicated in all gaming advertising on radio, television,  
9 Internet, and other media;

10 (b) Ensuring that such advertising and promotions are prevented,  
11 to the extent practicable, from being placed in or near locations,  
12 such as schools or college campuses, or on media which would  
13 predominantly target underage or other prohibited persons,  
14 including those on the list of self-excluded persons established  
15 pursuant to section 1 of P.L.2001, c.39 (C.5:12-71.2); and

16 (17) (Deleted by amendment, P.L.1991, c.182).

17 (18) Concerning the distribution and consumption of alcoholic  
18 beverages on the premises of the licensee, which regulations shall  
19 be insofar as possible consistent with Title 33 of the Revised  
20 Statutes, and shall deviate only insofar as necessary because of the  
21 unique character of the hotel casino premises and operations;

22 (19) (Deleted by amendment, P.L.1991, c.182).

23 b. The commission shall, in its regulations, prescribe the  
24 manner and procedure of all hearings conducted by the commission,  
25 including special rules of evidence applicable thereto and notices  
26 thereof.

27 (cf: P.L.2013, c.27, s.7)

28

29 3. Section 4 of P.L.2018, c.33 (C.5:12A-13) is amended to read  
30 as follows:

31 4. a. Except as otherwise provided by this act, the division shall  
32 have the authority to regulate sports pools, online sports pools, and  
33 the conduct of sports wagering under this act to the same extent that  
34 the division regulates casino games. No casino or racetrack shall be  
35 authorized to operate a sports pool or online sports pool unless it  
36 has produced, to the satisfaction of the agency issuing the sports  
37 wagering license, information, documentation, and assurances  
38 concerning its financial background and resources, including cash  
39 reserves, that are sufficient to demonstrate that it has the financial  
40 stability, integrity, and responsibility to operate a sports pool or  
41 online sports pool. In developing rules and regulations applicable  
42 to sports wagering, the division may examine the regulations  
43 implemented in other states where sports wagering is conducted and  
44 may, as far as practicable, adopt a similar regulatory framework.  
45 The division, in consultation with the commission, shall promulgate  
46 regulations necessary to carry out the provisions of this act,  
47 including, but not limited to, regulations governing the:

- 1 (1) amount of cash reserves to be maintained by operators to
- 2 cover winning wagers;
- 3 (2) acceptance of wagers on a series of sports events;
- 4 (3) maximum wagers which may be accepted by an operator
- 5 from any one patron on any one sports event;
- 6 (4) type of wagering tickets which may be used;
- 7 (5) method of issuing tickets;
- 8 (6) method of accounting to be used by operators;
- 9 (7) types of records which shall be kept;
- 10 (8) use of credit and checks by patrons;
- 11 (9) type of system for wagering;
- 12 (10) protections for a person placing a wager; and
- 13 (11) display of the words, "If you or someone you know has a
- 14 gambling problem and wants help, call 1-800 GAMBLER," or some
- 15 comparable language approved by the division, which language
- 16 shall include the words "gambling problem" and "call 1-800
- 17 GAMBLER," as well as at least one of the words or phrases found
- 18 to be appropriate by the division pursuant to P.L. , c. (C. )
- 19 (pending before the Legislature as this bill), in all print, billboard,
- 20 sign, online, or broadcast advertisements of a sports pool and online
- 21 sports pool and in every sports wagering lounge.
- 22 b. Notwithstanding any other provision of P.L.2018, c.33
- 23 (C.5:12A-10 et al.) or of the "Administrative Procedure Act,"
- 24 P.L.1968, c.410 (C.52:14B-1 et seq.), to the contrary, during the 90-
- 25 day period following the effective date of this act, the division and
- 26 the racing commission may, after notice provided in accordance
- 27 with this subsection, summarily adopt, amend, or repeal any order,
- 28 rule, or regulation for a period not to exceed 270 days for the
- 29 purpose of ensuring the expeditious and effective implementation of
- 30 sports wagering at casinos or racetracks in accordance with this act.
- 31 Any summary rulemaking authorized by this subsection shall be
- 32 subject to such terms and conditions as the division and the racing
- 33 commission may deem appropriate. Such rules shall be effective
- 34 when published by the division and the racing commission on their
- 35 respective websites and shall allow for the immediate application of
- 36 any racetrack licensed by the racing commission, or casino licensed
- 37 by the division, to the respective agency by which they are licensed
- 38 or permitted, for a transactional waiver to immediately commence
- 39 sports wagering. Upon the filing of such application, these rules
- 40 shall further provide that, upon a showing therein that the applicant
- 41 is licensed or permitted by the appropriate agency, a sports
- 42 wagering license shall immediately be issued to the respective
- 43 applicant allowing for its immediate commencement of sports
- 44 wagering subject to the condition that it conform to the entity and
- 45 individual or other licensing, facility and any other requirements set
- 46 forth in the respective rules of each within 270 days. In the event
- 47 such rules are not complied with within such time period, the non-
- 48 complying racetrack or casino will not thereafter be eligible to

1 conduct sports wagering until such compliance is achieved. Notice  
2 of any emergency rulemaking action taken by the division or the  
3 racing commission pursuant to this subsection shall be published in  
4 the New Jersey Register, and provided to the newspapers designated  
5 by the division and racing commission pursuant to subsection d. of  
6 section 3 of P.L.1975, c.231 (C.10:4-8), not later than 30 days  
7 subsequent to the implementation of the emergency rules. The text  
8 of any emergency rule adopted by the division and the racing  
9 commission pursuant to this section shall be available in each  
10 racetrack, casino, sports wagering lounge, and simulcasting facility  
11 implementing the provisions of emergency rulemaking.

12 c. Any person employed on the effective date of this act,  
13 P.L.2018, c.33 (C.5:12A-10 et al.), by a permitholder in the  
14 admissions department or parimutuel clerk department of a  
15 racetrack operated by the permitholder shall be given a one-time  
16 right of first refusal offer of employment at the sports pool,  
17 including an online sports pool, that opens at that racetrack, for the  
18 then available positions of similar employment in that sports pool,  
19 or with any vendor contracting with the licensee to operate the  
20 sports pool.

21 (cf: P.L.2018, c.33, s.4)

22

23 4. This act shall take effect immediately.