

ASSEMBLY, No. 5207

STATE OF NEW JERSEY

221st LEGISLATURE

INTRODUCED JANUARY 16, 2025

Sponsored by:

Assemblyman BRIAN BERGEN

District 26 (Morris and Passaic)

SYNOPSIS

Prohibits online advertisements for sports wagering in this State.

CURRENT VERSION OF TEXT

As introduced.



A5207 BERGEN

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1 AN ACT prohibiting all online sports wagering advertisements and
2 supplementing chapter 12A of Title 5 of the Revised Statutes.

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

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7 1. Notwithstanding the provisions of any law, rule, or
8 regulation to the contrary, a sports wagering licensee, and the
9 employees, agents, and contracted operators thereof, shall be
10 prohibited from posting, distributing, broadcasting, disseminating,
11 or otherwise making viewable to the public any sports pool related
12 advertising via the Internet or any other web-based platform,
13 including mobile applications, and from sponsoring or financing
14 any such advertisements in this State.

15 The Division of Gaming Enforcement shall, pursuant to the
16 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
17 seq.), promulgate any rules or regulations necessary to implement
18 the provisions of this section, and shall undertake any legal actions
19 as may be necessary to fully enforce the provisions of this section.

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21 2. This act shall take effect immediately.

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STATEMENT

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26 This bill prohibits sports wagering licensees, and their
27 employees, agents, and contracted operators, from posting,
28 distributing, broadcasting, disseminating, or otherwise making
29 viewable to the public any sports pool related advertising via the
30 Internet or any other web-based platform, including mobile
31 applications, and from sponsoring or financing any such
32 advertisements in this State.

33 The bill also directs the Division of Gaming Enforcement to
34 establish such rules and undertake such legal actions as may be
35 necessary to enforce this prohibition.