

What Are the Rules for Promotional Advertising for a Sweepstakes or Contest?aa

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Promotional advertising laws apply to sweepstakes, contests, and other types of prize promotions. It's essential for a legally [compliant giveaway](#) to have a full review by an attorney who is familiar with all aspects of federal and state advertising laws. A sweepstakes administrator from a [sweepstakes company](#) can guide you on the best practices for promotional advertising compliance.



How Do Promotional Advertising Rules Apply to Contests and Giveaways?

To help you understand how advertising laws apply to your sweepstakes or contest, this article explains the general requirements for contests, including a set of [official rules](#). The material terms and conditions that govern your promotion, including abbreviated rules, disclosures, and drafting items to review that apply to promotions managed by professional administrators at sweepstakes and contest companies.

Let's get started!

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