

ADVERTISING ADMINISTRATION RULES

Effective as revised August 4, 2025

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INTRODUCTION

The Advertising Administration of the Motion Picture Association, Inc. ("MPA") was established to review and approve motion picture advertising in conjunction with the voluntary system for rating motion pictures by the Classification and Rating Administration ("CARA"). One of the primary goals of the Advertising Administration is to ensure the suitability of motion picture advertising for its intended audience.

These Rules govern the functioning of and the standards applied by the Advertising Administration. These Rules, including each term and requirement outlined herein, are expressly incorporated in the CARA Submittal Agreement governing the submission of motion pictures for rating, formally executed and accepted by each submitter of a motion picture. The Advertising Administration operates as an independent division of the MPA. The Advertising Administration is self-supporting, based on fees received by CARA from producers and distributors of motion pictures submitted for rating. Those fees are assessed in relation to the negative cost of the submitted motion picture and the submitting party's yearly aggregate gross income from motion picture distribution.

These Rules provide guidance to distributors and members of the public about the operation of the Advertising Administration, including the approval for public use of advertising for motion pictures that have been or will be rated. The Advertising Administration has the authority to set out supplementary guidelines to implement the objectives of these Rules.

All advertising subject to these Rules must be submitted to and approved by the Advertising Administration prior to use in a public forum or medium. The Advertising Administration reviews and approves advertising, considering its content, the content of the advertised motion picture, the intended placement of the advertisement and the intended audience for the motion picture. Advertising material is approved when, in the judgment of the Advertising Administration, it complies with these Rules, and most American parents would find that its content and placement are appropriate for the audience who will view it. Motion picture distributors are urged to submit advertising early in its development to obtain guidance from the Advertising Administration concerning the appropriateness of that advertising for its intended use. Final approval of advertising is given when its final form is deemed acceptable by the Advertising Administration; advertising may only be displayed in a venue once such approval is granted.

ARTICLE I ORGANIZATION AND SCOPE OF ADVERTISING ADMINISTRATION

Section 1. Organization of the Advertising Administration

- A. The Chairman of the MPA shall appoint a senior MPA executive to be responsible for the operation and management of the Advertising Administration, including the approval of any advertising under these Rules and enforcement of the Rules. That senior executive shall appoint appropriate staff members and may delegate to them the initial authority to administer these Rules and to review advertising materials submitted to the Advertising Administration.

Section 2. Application of these Rules

- A. These Rules apply to the submitter of a motion picture to CARA for rating, the recipient of the CARA rating, the producer of the motion picture and the distributor of the motion picture in any medium in the United States, and all of their parents, subsidiaries, affiliates, agents, servants, employees, licensees, sub-licensees, assignees or successors in interest. Any violation of these Rules shall also constitute a violation of the CARA Rules and shall subject the violator to sanctions provided by these Rules and the CARA Rules.

ARTICLE II SUBMISSION AND REVIEW OF ADVERTISING

Section 1. Definition of Advertising

- A. For purposes of these Rules, “advertising” means any material in any medium that is intended primarily to promote the exhibition, performance, or sale of copies of the motion picture to the public and that is directed primarily to or for which a significant number of viewers are consumers in the United States. The senior executive of the Advertising Administration shall have the authority to determine whether specific material constitutes advertising within these Rules.
- B. For reference, the term “advertising” includes, but is not limited to, the following materials: trailers, in-theater extended looks, exclusive content, pre-show advertising and static or audiovisual lobby displays, posters, outdoor displays, radio spots, television spots, still photographs, newspaper ads, magazine ads, press kits and clips, artwork, flyers, materials in any medium that promote the motion picture as part of a cross-promotion or marketing tie-in (but only to the extent those materials promote the motion picture and not the tied product or service; for example, stating the opening date of a movie or “coming soon to a theater near you” may indicate that the advertisement promotes the motion picture and is subject to these Rules), Online advertising material and interactive features, banner ads, TV, Video-on-Demand (VOD), mobile phones or other media, featurettes, home entertainment packaging and promotion. The term “advertising” is also meant to cover many forms of content created for non-paid and publicity placements, including, but not limited to publicity copy, EPKs, press stills for print and online use, clips and footage / consecutive scene footage, behind-the-scenes footage, cast and crew interviews, sound bites, reviewer quotes and social networking site campaigns. These Rules apply not only to advertising initiated by the distributor of the rated motion picture but to any advertising material placed by any other person or entity involved with the production or distribution of the motion picture. This includes a motion picture page placed by any person or entity involved with the production or distribution of the motion picture on social networking sites or user-generated content that promotes the motion picture and is accepted by the distributor, or anyone connected with the production or distribution of the motion picture. The distributor must ensure that all such advertising complies with these Rules.

- C. Factors to be considered in determining whether advertising is directed primarily to or for which a significant number of viewers are consumers in the United States include, for Internet sites, whether the advertising is placed on a gTLD site (generic top level domain, *i.e.*, .com, .org, .net), or a ccTLD site (country code top level domain, *i.e.*, .au, .ca, .uk) for a country other than the United States, and the location of the server hosting such online advertising. Other important factors taken into consideration include the demographic characteristics of readers or viewers of the medium in which the advertising is placed, the language of the advertising, and the release date identified in the advertising. Advertising that is intended for international audiences may nonetheless be subject to these Rules if, in the opinion of the senior executive of the Advertising Administration, the advertising is being made available to a significant number of U.S. consumers at a time when they are within the intended audience for the motion picture.

Section 2. Advertising Subject to Rules

- A. Any advertising for a version of a motion picture that has been or will be rated by CARA, including reissued or re-rated motion pictures that previously have been rated by CARA, must be submitted to and approved by the Advertising Administration prior to its use in any medium. Any revision, change, or substitution to advertising constitutes new advertising and must be submitted to the Advertising Administration for approval. The distributor must submit a complete English translation for all scenes or images in any advertisement in which another language is used without subtitles and must identify and provide the meaning of all unusual slang expressions and gestures in any advertising.
- B. Prior to the rating of a motion picture, any distributor that intends or is required to have that motion picture rated must submit all advertising for the motion picture to the Advertising Administration and comply with these Rules. Any public use of advertising subject to these Rules that has not been submitted to the Advertising Administration will subject the distributor to sanctions under these Rules, even if the motion picture has not yet been rated.
- C. If a distributor seeks to package and market a rated motion picture with another literary or media product (such as a game, TV show, book, or another rated or unrated motion picture) (a "Bundled Product"), all advertising for the combined products must be submitted to the Advertising Administration for approval. Generally, it is not appropriate to package or market a rated motion picture with other media that is not compatible. For example, a motion picture should not be marketed with another product that has more intense or adult content than that contained in the motion picture.
- D. If a distributor acquires a motion picture previously rated by CARA, the new distributor must provide the Advertising Administration and CARA the new contact information (name, address, etc.) relating to advertising for the motion picture.
- E. If the title of a motion picture is changed, all advertising must be resubmitted for approval before use.

Section 3. Obligation to Display Only Approved Advertising

- A. The distributor is responsible for ensuring that all advertising for any motion picture rated, submitted, or intended to be submitted for a rating is approved by the Advertising Administration before it is used to advertise the motion picture to the public in any venue or medium. This responsibility also requires that the distributor continually monitor any display or use of advertising in any venue, including online, and immediately take down any unapproved or disapproved advertising. **The use of any such advertising that has not been submitted, is pending approval, or has been disapproved, shall subject the distributor to sanctions for violation of these Rules regardless of whether such use was unintentional or resulted from the actions of a third party.**

Section 4. General Standards for Advertising

- A. On a case-by-case basis, the Advertising Administration shall determine whether advertising is suitable for its intended audience. This determination considers various factors, which include the content of both the advertising and the motion picture, the rating and rating descriptor of the motion picture and the expected constitution of the audience who will view the advertisement. Any disapproved advertising may be edited and resubmitted to the Advertising Administration for approval.
- B. Certain content restrictions apply to all advertising. In all instances:
- (1) Advertising may not misrepresent the content of the motion picture or mischaracterize the voluntary rating system. For example, a motion picture with serious adult themes or situations may not be promoted as suitable for children. This provision applies to any statements about the motion picture, including reviewer quotes and voiceovers.
 - (2) Advertising artwork, images or displays may not manipulate the MPA rating symbols and legends, including Trailer Tags, or mischaracterize the rating information for the motion picture or otherwise state information which could reasonably create confusion about the rating or rating descriptors of the motion picture.
- C. Within a reasonable time after submission of advertising, the Advertising Administration shall issue a written report to the submitter stating whether the advertising is approved. If the advertising is disapproved, the reason(s) will be included in the report. If the advertising is not suitable for all audiences, the report may approve the advertising with restrictions on its placement to certain venues or media, for certain times, or with certain access restrictions.

Section 5. Advertising Approval

- A. All advertising materials, as defined in Article II. Section 1 must be submitted to the Advertising Administration for review before their use in any medium or venue. The Advertising Administration will make placement designations for each piece of advertising based on a careful case-by-case review of the advertising material, considering the content of the submitted advertising, the content of the motion picture and the motion picture's and advertisement's intended audiences. All approved advertising falls into one of two categories, advertising (1) approved without restrictions or (2) approved with restrictions on placement, including manner and time restrictions on its use, depending on the media used to market the movie.
- B. Advertising materials deemed "Approved (Without Restrictions)" may be used in all media and venues. For example, print submissions, such as billboards and posters, reach the broadest audience due to their public displays and must fall within this category. Because these materials are seen by all ages, they must not contain images that most American parents would consider inappropriate for their younger children. For more information concerning advertising "Approved (Without Restrictions)," see Appendix A.
- C. Advertising materials "Approved with Restrictions" may only be marketed in specified media and venues, and approved by the Advertising Administration for compatible placements. Venues which allow for more audience-specific and directed advertising may be considered appropriate for advertising "Approved with Restrictions". For example, an audience attending a PG-rated motion picture in the theater differs from audiences attending R or certain PG-13-rated motion pictures. Trailers, approved on a case-by-case basis, are designated to accompany the specific feature presentation which they precede and may vary in content. The same holds true for consumers watching late-night TV as opposed to those watching earlier programming or children's programming. Therefore, the review and approval of TV advertising considers factors such as proposed programming, time of day, and audience composition. For more information concerning advertising "Approved with Restrictions", see Appendix B.
- D. Within the "Approved with Restrictions" category of advertising is "Restricted Audience Advertising." Restricted Audience Advertising is advertising that, in the judgment of the Advertising Administration, contains stronger content and is appropriate only for mature audiences. Only motion pictures rated R or NC-17, or a motion picture that the distributor has good faith belief will be rated R or NC-17, may exhibit Restricted Audience Advertising. In order for Restricted Audience Advertising to be considered for a motion picture that is not yet rated, the distributor must declare in writing their intent to accept only an R or NC-17 rating.
- E. Such "Restricted Audience Advertising" may not be displayed in any open public venue. The Advertising Administration will provide specific medium, venue and time restrictions for the placement of this type of advertising. While it contains some stronger content, Restricted Audience Advertising may not contain all of the scenes of sex, violence and language that may be contained in an R, NC-17 or not-yet-rated motion picture. For more information concerning advertising "Approved with Restrictions" and limited to "Restricted Audiences," see Appendix C.

- F. Submission of Restricted Audience Advertising for a motion picture that the distributor believes will receive an unrestricted rating (G, PG, PG-13) violates these Rules. Such violation will subject the distributor to sanctions according to these Rules.

ARTICLE III SPECIFIC REQUIREMENTS

Section 1. Display of CARA Rating on Advertising

- A. The G, PG, PG-13, R, and NC-17 rating symbols and legends, including the Trailer Tags, are Certification marks registered by the MPA with the United States Patent and Trademark Office. To ensure that the public is aware of each mark's status, the standard trademark notice (®) is required on materials issued to the public, including any of the rating marks. The rating symbols and legends may not be self-applied. They may only be used with the authorization of the MPA in connection with motion pictures that CARA has rated, in accordance with these Rules and the CARA Rules. The unauthorized use of the MPA's rating symbols and other marks constitutes trademark infringement, creates public confusion, and violates these Rules. Before its approval, advertising material may include draft rating information for preliminary review, provided such materials are not distributed to the public until the Advertising Administration gives a final approval.
- B. Once a motion picture is rated, all advertising materials for the motion picture must include the appropriate rating information. Any other advertising already in the marketplace and displayed to the public must be replaced where appropriate and as soon as practicable.

Section 1A. Alternate Rated and Unrated Versions

- A. If a motion picture is rated and a different, **alternate** version is submitted to CARA for a new rating, all new advertising must be approved. In addition, advertising for the differently rated version of the motion picture must display the following information: "This ___-rated version contains material different from the original ___-rated version."
- B. If a rated motion picture is submitted to be re-rated by CARA in order to completely **replace** the previously rated version, all new advertising must be approved. All advertising with the original rating must be removed from the marketplace and substituted with the new one.
- C. If a motion picture has been rated and then a different version of the motion picture is exhibited or distributed **without** a CARA rating, all print advertising and home entertainment packaging for the unrated version of the motion picture must display the following information: "This motion picture previously was released in a version rated ___ for _____. This unrated version contains material different from the original ___-rated version." Advertising for unrated versions of previously rated motion pictures may not contain derogatory references to the advertising or rating of the motion picture or references that otherwise undermine the rating system.

Section 2. Timing Restrictions

- A. Once a rating is certified and accepted for a motion picture, all advertising for that motion picture shall carry the rating assigned to the picture by CARA. All advertising indicating that the motion picture is not yet rated, or any advertising allowed without a rating during a rating appeal, shall be immediately replaced with advertising that displays the rating for the motion picture. For one-sheets already in use in public venues, a sticker or snipe with the required rating information may be used. Advertisers should replace billboards and trailers used before to the rating of a motion picture as practicable once the motion picture is rated.
- B. During the fourteen (14) days prior to a motion picture's theatrical release, all advertising released in the marketplace must contain the motion picture's rating as certified by CARA. The Advertising Administration may grant an exception to this rule provided such advertising is limited in use and, in the judgment of the Advertising Administration, will not cause public confusion as to the proper rating of the motion picture.
- C. When a motion picture rating certified by CARA is appealed, advertising and promotion of the motion picture between the time of certification and the appeal hearing is prohibited. However, the senior executive of the Advertising Administration may grant requests for limited public uses of advertising for such motion pictures while an appeal of a rating is pending if, in their judgment, such limited uses of that advertising in specified media will not cause public confusion as to the nature, content, and proper rating of the motion picture.

Section 3. Standards for Certain Types of Advertising

- A. The entire rating graphic, including but not limited to the rating symbol, rating descriptors, and legal definition must be legible in the media in which it will be viewed. No part of the rating graphic may be obscured. Advertising for rated motion pictures must also comply with the following standards for the type, size, and prominence of rating and other information:

Section 3A. Static Visual Media - General

- A. All static media advertising, such as outdoor displays, billboards, one-sheets, newspaper and magazine ads, posters, and home entertainment packaging, shall include the Full Rating Block, which includes the rating symbol in its full format, rating descriptor(s), the MPA seal (where required) and trademark notice ("Full Rating Block"; examples are contained in Appendix D). The Full Rating Block must be displayed in upper-case lettering, of sufficient contrast to the background and large enough to be legible from the average viewing distance for the static media advertising, and placed in a prominent position in the advertisement, preferably at the bottom, but not as part of the credits. Given the time restrictions for producing, delivering, and posting such advertising artwork and layouts, the Advertising Administration will accept raw advertising for preliminary review before the motion picture is rated. Once the motion picture is rated, the Full Rating Block must be incorporated.

Section 3B. Newspaper Advertising

- A. Newspaper advertising less than 5" tall (not including theater-listing space) must contain the appropriate rating symbol (G, PG, PG-13, R, NC-17), MPA seal (where required) and trademark notice ("Abbreviated Rating Block"; examples are contained in Appendix D).
- B. Newspaper advertising 5" tall or more (not including theater-listing space) must contain the Full Rating Block. Minimum dimensions for the Full Rating Block in such a newspaper ad are 1 ¾" wide and ½" high.

Section 3C. Visual and Audiovisual Media - General

- A. All static and non-static advertising, such as banner, platform and pop-up ads, digital motion displays, and interactive public displays, must include the appropriate rating information as determined by the Advertising Administration. Additionally, banner, platform and pop-up ads in any medium, including TV, Internet and mobile devices, must be placed with compatible content and be appropriate for the audience viewing the advertising. The distributor should submit all anticipated placements for such ads before their use.

Section 3D. Theatrical Trailers

- A. Theatrical trailers may be approved with specific placement restrictions to ensure they are compatible with the motion pictures they precede. Such trailers must include the Trailer Tag and, if the motion picture is rated, the Full Rating Block.
- B. The Trailer Tag must be displayed for five (5) seconds. (Theatrical Trailer Tag examples are contained in Appendix E). The Advertising Administration may grant an exception to this rule where, in the judgment of the Advertising Administration, any variation is consistent with these Rules to communicate accurate rating information to the public. A distributor may attach motion picture trailers to the head of the feature, which must be compatible with the feature, as approved by the Advertising Administration. Trailers, whether attached or not, are played in theaters at the discretion of each theater chain or individual theater owner.
- C. Distributors should submit all rough cuts as early as possible to facilitate the trailer approval process. While trailers may be submitted in various formats, approval of the trailer will be given only after the final version of the trailer is submitted in a format deemed acceptable to allow the Advertising Administration to view all of the elements of the advertisement as they will be viewed by the public, such as a link to a Digital Cinema Package (DCP), or such other format as the Advertising Administration may approve for that purpose.
- D. A trailer advertising a motion picture rated R may not be exhibited with a motion picture rated G or PG. Trailers with stronger content will not be considered appropriate to play before motion pictures rated PG-13 that draw younger audiences. A trailer advertising a motion picture rated NC-17 may not be exhibited with a motion picture rated G, PG, or PG-13. Restricted theatrical trailers can only precede motion pictures rated R or NC-17.

- E. Trailer sound regulations apply to all theatrical trailers. The Trailer Audio Standards Association (“TASA”) was established in June 1999 to administer standards for the audio levels of trailers in theaters. The distributor of the motion picture must obtain a certificate of compliance with TASA sound standards from an independent audio engineering firm that has been certified by the TASA Committee. TASA compliance and trailer approval may be revoked if the Advertising Administration receives a “TASA Blind Field Check Failure Report” issued by an independent audio engineering firm. To confirm compliance, a single copy of every trailer will be pulled from the field and re-measured by the firm. Additional information about TASA, including current volume limits, may be found online at <http://www.tasatrailers.org/> or by contacting the Advertising Administration.
- F. Trailers for television use must be separately submitted as television spots for approval by the Advertising Administration. See *Television Advertising for Theatrical Releases* and *Television Advertising for In-Home Releases* below about format and placement.

Section 3E. Other In-Theater and/or Pre-Show Advertising

- A. Advertising promoting a motion picture intended for theatrical on-screen display must first be submitted for review, approval, and placement by the Advertising Administration. Such advertising may include pre-show, exclusive footage, extended looks, consecutive scenes or other promotional material that does not fall within the *Theatrical Trailers* category above. This type of advertising should not carry a trailer tag and instead display the Full Rating Block at the end of the ad. No rating information is required if the film has yet to be rated.
- B. Ads with a running time of thirty seconds or less and are standalone (not combined with a full trailer) should also display the Full Rating Block at the end of the ad. If the content rises to a restricted level, a red tag may still be required to alert the captive audience.
- C. In determining the placement of theatrical advertising, the Advertising Administration will consider the content of the advertising, the content of the advertised motion picture, the rating (if any), and the content and rating of the feature motion picture with which the advertising will be placed. Advertising for motion pictures rated R or NC-17 will be disapproved with G and PG films as well as with a motion picture rated PG-13 that draws younger audiences.

Section 3F. Television Advertising for Theatrical Releases

- A. TV spots for the theatrical release of a motion picture must include the Full Rating Block at the end of the spot, which may appear in the same frame with the title and credits. Such rating block, or, for a motion picture that is not yet rated, the visual disclaimer so stating, must remain on the screen for a minimum of four (4) seconds and must be large enough and in sufficient contrast to the background to be legible on an average home viewer’s screen. Each such TV spot, except spots that are ten seconds and less, also must state the rating of the motion picture audibly as follows: “Rated G,” “Rated PG,” “Rated PG-13,” “Rated R,” or “Rated NC-17.”
- B. TV spots advertising multiple motion pictures must include the rating information for each title under these Rules.

Section 3G. Radio Advertising for Theatrical Releases

- A. Radio spots for the theatrical release of a motion picture that are 30 seconds or longer must state the applicable rating of the motion picture and the rating definition audibly as follows: “Rated G - General Audiences”; “Rated PG - Parental Guidance Suggested”; “Rated PG-13 - May be Inappropriate for Children under 13”; “Rated R - Under 17 Not Admitted Without Parent”; “Rated NC-17 - No One 17 and Under Admitted.”
- B. Radio spots for the theatrical release of a motion picture that are shorter than 30 seconds must state the rating of the motion picture audibly as follows: “Rated G,” “Rated PG,” “Rated PG-13,” “Rated R,” or “Rated NC-17.”

Section 3H. Online, Digital, Mobile and Platform Advertising for Theatrical Releases

- A. The extensive list of online content grows daily, and many factors are considered when reviewing. The film’s rating, overall contextual content of the submission, and possible placements online are some of the multiple considerations. Content containing adult or mature elements will only be considered for platforms featuring comparable content and with a high percentage of users aged 17 and older. Content targeted to younger users must be appropriate for kids or pre-teens and may not be from features that are, or may eventually be, rated R or NC-17. Distributors promoting motion pictures with stronger content are responsible for ensuring that advertising for the motion picture is approved and is targeted only to mature or adult audiences.
- B. All online marketing and publicity that promotes a motion picture should be submitted for review. That submission shall include the Internet site address, all passwords, access codes, and instructions necessary to access the content on the site.
- C. When a studio decides to create a dedicated site for marketing a feature film, or a hub site for a film series, the Full Rating Block (or *blocks* in the case of several films) and hyperlinks to www.motionpictures.org and www.filmratings.com must feature clearly on the main access page of the site. If the motion picture has not yet been rated, the main page shall include a “This Film Is Not Yet Rated” visual graphic (created by distributor) in place of the Full Rating Block. The Full Rating Block shall be included on the site immediately after the motion picture has been rated. (Internet Trailer Tag examples are contained in Appendix E).
- D. Restricted advertising featuring content of a clearly mature and adult nature may be used online either on official movie sites (only through the use of an interface approved by the Advertising Administration that restricts access by children to the content) or on exterior platforms that allow comparable content behind an interface they deem legally adequate for access restriction. The Advertising Administration may approve Restricted advertising only to be displayed on exterior platforms where the advertising is compatible with the site’s content and only if access to the site or the advertisement is not readily available to children. Restricted advertising should not be in a format that allows an average user to easily download the material.

Section 3I. EPK and Press Materials

- A. As previously noted, the advertising Rules also cover forms of content created for non-paid and publicity materials. This may include, but not be limited to: publicity copy, EPKs, press stills for print and online use, clips and footage / consecutive scene footage, behind-the-scenes footage, cast and crew interviews, sound bites, on-screen character animations or chyrons, reviewer quotes and social networking site campaigns. Requirements for rating display on these types of materials are flexible and reliant on the specifications of their use. For instance, press stills and audiovisual clips meant for use within articles and programming have never required rating graphics or recitation. However, the display of the film's rating may be requested if some edited featurettes contain end cards with any call to action.

Section 3J. In-Home Feature Advertising

- B. All advertising for in-home features, including streaming, VOD, and physical in-home media and digital download shall include the same rating information as comparable advertising for the theatrical version.
- C. "Bonus Material" or "Special Features" contained with the in-home release of a rated motion picture, such as scenes deleted from the rated version of the motion picture, outtakes, interviews and commentary, and any version of the motion picture other than the rated motion picture, must be identified as "Not Rated" in all advertising. For static visual advertising, this designation must be legible and placed under or in close proximity to the rating block. For non-static audiovisual advertising, the "Not Rated" designation must be legible and remain on screen for at least four (4) seconds.
- D. A Bundled Product's advertising (including home-entertainment packaging) must identify each marketed product. All advertising of a Bundled Product must legibly display the rating information directly on or adjacent to the rated product(s).

Section 3K. Print/Packaging/Outdoor AV Advertising for In-Home Releases

- A. All print and outdoor AV advertising, including physical in-home packaging, must include the Full Rating Block. All outdoor AV advertising must display the rating onscreen for a minimum of four (4) seconds.
- B. Outdoor AV and packaging that promotes or contains "Bonus Material," "Special Features," or the like, must have the bonus material clearly identified as "Not Rated" underneath or adjacent to the rating block. All "Bonus Material" or Special Features" that are rated (e.g., short films) must be identified as rated with either the Abbreviated Rating Bug or the Full Rating Block, whichever is preferred.
- C. *Rated Multiple Titles Packaging:*
In-home packaging that contains more than one rated title is considered "Multiple Titles Packaging" and must display the Full Rating Block for each rated title included. Each rating block must display the corresponding title adjacent to the rating block so that the consumer clearly understands each title's rating.

D. Combination Packaging:

In-home packaging that contains both the rated and unrated version of the same title is considered "Combination Packaging." It must display the Full Rating Block for the rated title included and the following Unrated Disclaimer: "This unrated version contains material different from the original ___-rated version."

E. The front cover must include a disclaimer informing the consumer that two different versions of the film are included in the packaging and that one is unrated. This disclaimer must be large enough and prominently placed for the consumer to read. The disclaimer may be similar to the following: "INCLUDES BOTH THEATRICAL AND UNRATED VERSIONS OF THE FILM."

F. Advertising for unrated versions of previously rated motion pictures may not contain derogatory references to the advertising or rating of the motion picture or references that otherwise undermine the rating system.

G. Unrated Packaging:

In-home packaging that solely contains a different, unrated version of a title that was rated is considered "Unrated Packaging" and must display the following Unrated Disclaimer: "This motion picture previously was released in a version rated ___ for _____. This unrated version contains material different from the original ___-rated version."

H. The front cover must include a modified title informing the consumer that the included film is different from the original rated film (e.g., "Unrated Version," "Extended Edition," "Director's Cut," etc.)

I. Advertising for unrated versions of previously rated motion pictures may not contain derogatory references to the advertising or rating of the motion picture or references that otherwise undermine the rating system.

J. If a rated title is included in the same packaging as a separate unrated title, the "Unrated Packaging" rules above apply. The full Unrated Disclaimer must be displayed clearly on the front cover. It also must include a modified title informing the consumer that the included film is different from the original rated film (e.g., "Unrated Version," "Extended Edition," "Director's Cut," etc.). The full rating block of the rated title and the Unrated Disclaimer must display the corresponding title so that the consumer can easily understand which is rated and which is unrated.

Section 3L. Television Advertising for In-Home Releases

A. TV spots for any in-home feature release must include the Full Rating Block for the motion picture at the end of the spot or for a motion picture that is not yet rated, the tag so stating. The rating block may appear in the same frame as the motion picture title, must remain on screen for a minimum of four (4) seconds, and must be large enough and in sufficient contrast to the background to be legible on an average home viewer's screen. Such TV spots for in-home feature releases which promote additional content, such as interviews or deleted scenes, must include a visual graphic (created by the distributor) to indicate that the additional content is not rated (e.g., "bonus features not rated").

- B. TV spots advertising multiple motion pictures must include the rating information for each title under these Rules.

Section 3M. Online Advertising for In-Home Releases

- A. Online Spots for in-home releases must include the rating information for the motion picture at the end of the spot. The rating may appear in the same frame as the motion picture title, must remain on screen for at least four (4) seconds, and must be large enough and in sufficient contrast to the background to be legible. For in-home online trailers, the trailer tag is optional as long as the rating information is included on the end card of the trailer. (Online Trailer Tag examples are contained in Appendix E).

Section 3N. Video-On-Demand Advertising for In-Home Releases

- A. Video-on-Demand (VOD) advertising exhibited on television or digitally must be separately submitted for approval and placement. All such advertising must include the correct rating information at the end of the spot. For a motion picture that is not yet rated, the visual disclaimer so stating must remain on the end card for a minimum of four (4) seconds. Video-On-Demand trailers should not include a trailer tag at the head.
- B. VOD spots advertising multiple motion pictures must include the rating information for each title under these Rules.

Section 3O. Radio Advertising for In-Home Releases

- A. Radio spots for the in-home release of a motion picture must state the rating of the motion picture audibly as follows: "Rated G," "Rated PG," "Rated PG-13," "Rated R," or "Rated NC-17." Radio spots that solely promote the in-home release are not required to include the rating definition.

Section 3P. Trailers Advertising with In-Home Releases

- A. Such trailers must include the Trailer Tag, and if the motion picture is rated, the Full Rating Block. The Trailer Tag must be displayed for five (5) seconds. (HV-DVD Trailer Tag examples are contained in Appendix G).

Section 3Q. Feature Graphics

- A. The Blue Feature Tag with the rating and rating descriptor for the motion picture shall appear immediately before the in-home feature presentation starts and must remain on screen for at least five (5) seconds. (In-Home and Blue Feature Tag examples are contained in Appendixes G and H).
- B. The Blue Feature Tag is not required at the end of a theatrical feature presentation. However, if desired, or requested by theater or chain, it can be placed at the end of the feature (past the entire end credits crawl) and should remain on screen for five (5) seconds.

- C. The End Credit Crawl Logo with the motion picture's specific certification number (issued by CARA) shall appear in the end credits crawl for a minimum of five (5) seconds. There are no specific size requirements, nor specific location requirements within the end credits crawl.

ARTICLE IV APPEAL OF ADVERTISING ADMINISTRATION DETERMINATIONS

Section 1. Procedure for Appeal

- A. A distributor that has submitted advertising that the Advertising Administration has disapproved may institute an appeal of that determination by serving written notice of such appeal to the senior executive of the Advertising Administration and to the Chairman of the MPA within ten (10) days of receipt of the Advertising Administration's written disapproval of the advertising; failure to serve such notice within such period shall be deemed a waiver of any right to appeal the disapproval. The distributor shall provide the disapproved advertising material with the notice of appeal to the senior executive of the Advertising Administration for verification and then shall provide the disapproved advertising to the Chairman of the MPA.
- B. The Chairman of the MPA, or, in their absence, an MPA officer designated by the Chairman (other than the senior executive of the Advertising Administration), shall hold a hearing on the appeal within ten (10) business days of receipt of the notice of appeal. In setting a hearing date, the Chairman will take into consideration the release date of the motion picture being advertised and any issues brought to their attention regarding the intended use of the disapproved advertising.
- C. The distributor and the Advertising Administration may present oral and documentary evidence during the hearing. All documentary evidence to be introduced at the hearing must be submitted to the Chairman of the MPA, with a copy to the other party, at least three (3) business days before the hearing. The MPA Chairman shall be able to waive the deadline for submitting evidence or accept supplemental evidence for good cause and where such waiver or acceptance does not substantially prejudice the other party.
- D. The Advertising Administration shall be represented during the appeal by its senior executive or an Advertising Administration staff member designated by such senior executive. The distributor may be represented at the appeal by any agent or representative of the distributor.
- E. The appeal proceedings shall be confidential and may not be recorded or transcribed in any manner.
- F. The appeal shall be decided as expeditiously as possible and a written determination made. The Chairman of the MPA, or their designee, will overrule the disapproval by the Advertising Administration only if, in their opinion, the decision of the Advertising Administration to disapprove the advertising was clearly erroneous by the provisions of these Rules. The decision of the Chairman of the MPA, or their designee, shall be final.
- G. If disapproved advertising is used publicly in violation of these Rules while an appeal related to that advertising is pending, the appeal will be dismissed and may not be re-filed. Such a violation also may result in other sanctions outlined in these and the CARA Rules.

ARTICLE V VIOLATION OF RULES

Section 1. Sanctions

- A. Any violation of these Rules shall be grounds for the imposition of sanctions as outlined in these and/or CARA Rules. The Chairman of the MPA may issue the following sanctions on the application of the Advertising Administration for violation of these Rules:
- (1) The distributor may be required to submit each media buy or other advertising placement for the motion picture for approval by the Advertising Administration before its display in any medium;
 - (2) If the motion picture has not yet been rated, the rating process may be suspended or the motion picture may be removed from the rating process;
 - (3) The rating issued to the motion picture by CARA may be revoked;
 - (4) The rating process for any other motion pictures submitted for rating by the distributor (including any parent, subsidiary, affiliate, agent, servant, employee, licensee, sub-licensee, assignee or successor-in-interest to the distributor that is determined to have been responsible for the violation) may be suspended for such time as the Chairman of MPA determines is appropriate;
 - (5) The distributor (including any parent, subsidiary, affiliate, agent, servant, employee, licensee, sub-licensee, assignee or successor-in-interest to the distributor that is determined to have been responsible for the violation) may be suspended from participation in rating and advertising approvals for such time as the Chairman of MPA determines is appropriate, but in no event, for more than ninety (90) days; and
 - (6) Any other sanctions listed in these Rules or the CARA Rules and any sanction deemed appropriate by the Chairman of the MPA to remedy the violation.
- B. Failure of the Advertising Administration to seek a sanction for a violation of these Rules should not be construed as a waiver of the violation.

Section 2. Proceedings for Imposing Sanctions

- A. The senior executive of the Advertising Administration shall submit a letter to the MPA Chairman, with a copy to the distributor, stating the facts on which the sanction is sought. The Advertising Administration may also propose a sanction.
- B. The MPA Chairman, or in their absence, an MPA officer designated by the Chairman (other than the senior executive of the Advertising Administration), shall hold a hearing on the request for a sanction within ten (10) business days after notice to the distributor. In setting a hearing date, the Chairman will take into consideration the release date of the motion picture being advertised and any issues

brought to their attention regarding the intended use of the disapproved advertising.

- C. At the hearing, the distributor and representatives of the Advertising Administration may introduce oral and documentary evidence. All documentary evidence to be introduced at the hearing must be submitted to the MPA Chairman, with a copy to the other party, at least three (3) business days before the hearing. The MPA Chairman shall be able to waive the deadline for submitting evidence or accept supplemental evidence for good cause and where such waiver or acceptance does not substantially prejudice the other party.
- D. If the MPA Chairman or their designee, upon review of the evidence, determines that the Advertising Administration Rules have been violated and that the violation has not been adequately cured, they shall issue an appropriate sanction commensurate with the violation, which need not be the sanction proposed by the Advertising Administration. The proceeding shall be conducted, a decision reached, and a written determination issued as expeditiously as possible. The decision of the MPA Chairman or their designee shall be final.

Section 3. Effects of Sanctions

- A. If, after appropriate proceedings, the MPA Chairman determines to revoke the rating issued to a motion picture or suspend the rating process for a motion picture, the distributor of the motion picture shall immediately remove all materials that identify the motion picture with a CARA rating or suggest that the motion picture will be rated by CARA, including, but not limited to any advertising containing the rating for the motion picture or indicating that the motion picture may be rated by CARA, such as the statement "This Film Is Not Yet Rated"; and any rating information included on all film prints or any version of the motion picture. The distributor of the motion picture must promptly provide written certification to the MPA of its compliance with these requirements after the revocation or suspension.
- B. Any subsequent violation of the Rules after an initial sanction has been imposed may result in summary imposition of further and additional appropriate sanctions by the MPA Chairman without the institution of formal proceedings.

APPENDICES

The following appendices further outline instances of content that shall not be included in specific advertising types. These lists are not comprehensive, and the Advertising Administration may revise them from time to time. The Advertising Administration reviews each submission on a case-by-case basis, and determines whether advertising is suitable for its intended audience at its discretion. This determination is made considering various factors, including the advertising content, the content of the motion picture, the rating and rating descriptor, and the expected constitution of the audience who will view the advertisement. Any disapproved advertising may be edited and resubmitted to the Advertising Administration for approval.

APPENDIX A

A. In furtherance of Article II, Section 5 of these Rules, advertising “Approved (Without Restrictions)” shall not include the following:

- (1) Realistic or excessive violence, brutality, or scary images, including, but not limited to depictions of blood or wounds; scenes of torture; dismemberments; mutations or mutilations of bodies (including corpses); people in jeopardy, including images of people being abused, punched, beaten, bound or gagged; disturbing or frightening scenes, including some transformations and morphing when a character becomes abnormal or grotesque; children in peril, including verbal or physical abuse of children; overt references to or scenes depicting death of a parent or a child; realistic depictions of natural disasters; intense depictions or threats from supernatural creatures or the occult; cruelty to animals; and people or animals on fire (except where, in the opinion of the Advertising Administration, the portrayal is clearly unrealistic to audiences, such as a comic book character). Depictions of violence, including, but not limited to excessive gunfire or weapons around children; guns pointed directly at people or the audience; and people in an explosion or violently thrown from an blast.
- (2) Nudity in any context; sexuality; overt references to, or scenes depicting, rape and sexual molestation; black bars or other mechanisms used to conceal images not appropriate for all audiences; sexual slang; display or discussion of explicit sexual acts, including, but not limited to sadism, masochism, bondage and discipline, group sex, necrophilia and references to sexually transmitted infections.
- (3) Offensive gestures and language including discernible mouthing of offensive language or profanity; sacrilege, including sacrilegious epithets referring to specific religious figures (i.e., “Jesus Christ” or “God-damn” when used in a blasphemous way); and overt and offensive references to body functions and excessive scatological humor.
- (4) Children or adolescents in adult situations or engaging in illegal activity, such as minors using alcohol, drugs or tobacco products, or adults influencing or enticing minors with alcohol, drugs or tobacco products; and depictions of minors in sexual situations.
- (5) Children or adolescents handling or using weapons, including, but not limited to guns, butcher knives and hatchets. This includes toy weapons if they are realistic in appearance.
- (6) Depiction of or reference to illegal drugs and drug paraphernalia or material which may glamorize the use of such drugs.
- (7) References which demean any gender, sexual orientation, religion, race, ethnicity or national origin or contain offensive depictions of physical or intellectual disabilities or neurodivergence.

B. This is not an exhaustive or exclusive list, and the Advertising Administration may occasionally revise.

APPENDIX B

A. In furtherance of Article II, Section 5 of these Rules, advertising “Approved with Restrictions” may include the following only on a case-by-case basis:

- (1) Depictions of violence and brutality, including, but not limited to blood or wounds; use of lethal weapons, including, but not limited to people being shot, guns held to people or the audience; and use of guns or other lethal weapons around children.
- (2) Frightening scenes and images, including, but not limited to sci-fi/fantasy transformations; people burned or on fire.
- (3) Offensive gestures and language including discernible mouthing of sexually connotative language or profanity depending on context and placement targets; sacrilegious epithets referring to specific religious figures, (i.e., “Jesus Christ” or “God-damn” when used in a blasphemous way). Some sound bleeps or other audio covering of offensive language may be disapproved in instances where inadequate or excessive.
- (4) Depictions of children and minors in any illegal activity, including, but not limited to use of alcohol, drugs, or tobacco products, or adults influencing or enticing minors with alcohol, drugs or tobacco products; and children and minors handling or using lethal weapons, such as guns, hatchets, or butcher knives.

B. In furtherance of Article II, Section 5 of these Rules, advertising “Approved with Restrictions)” shall not include the following:

- (1) Depictions of excessive intense violence and brutality, including, but not limited to gratuitous images of blood or open wounds; dismemberments; mutilations of bodies (including corpses); graphic depictions of rape and sexual molestation; graphic depictions of children being verbally or physically abused; excessive use of lethal weapons, including, but not limited to people being shot, guns held to people and to the audience, excessive gunfire and war imagery.
- (2) Intensely frightening scenes and images, including, but not limited to extreme or gory transformations; graphic depictions of torture; graphic depictions of animal abuse or torture; excessively graphic portrayals of people burned or on fire.
- (3) Nudity; explicit sexuality, including, but not limited to display or explicit discussion of sexual positions and practices, including, but not limited to sadism, masochism, bondage, group sex and necrophilia.
- (4) Excessive scatological humor, including bodily functions.
- (5) Depictions of minors in sexual situations.
- (6) Excessive or explicit depictions of illegal drugs, including drug paraphernalia.

C. This is not an exhaustive or exclusive list, and the Advertising Administration may occasionally revise.

APPENDIX C

- A. Advertising “Approved with Restrictions” and limited to “Restricted Audiences” shall not contain:
- (1) Extreme violence, including, but not limited to graphic decapitations, dismemberment or excessive gore, and extreme scenes of torture.
 - (2) Explicit or graphic depictions of people engaged in sex acts, including, but not limited to sexual intercourse, masturbation.
 - (3) Nudity: full frontal display of genitalia or pubic hair.
 - (4) Excessive use of sexually connotative words.
- B. This is not an exhaustive or exclusive list, and the Advertising Administration may occasionally revise.

APPENDIX D
SAMPLE THEATRICAL FULL RATING BLOCKS FOR PRINT, TV AND INTERNET



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX D (cont.)
SAMPLE THEATRICAL ABBREVIATED RATING BLOCKS FOR PRINT, TV AND
INTERNET



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX E SAMPLE THEATRICAL TRAILER TAGS



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX E (cont.)
SAMPLE THEATRICAL RESTRICTED TRAILER TAGS



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX E (cont.) SAMPLE INTERNET TRAILER TAGS



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX E (cont.)
SAMPLE INTERNET RESTRICTED TRAILER TAGS



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX F
SAMPLE IN-HOME FULL RATING BLOCKS FOR PRINT, TV AND INTERNET



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX F (cont.)
SAMPLE IN-HOME ABBREVIATED RATING BLOCKS FOR PRINT,
TV AND INTERNET



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX G

SAMPLE IN-HOME TRAILER TAGS



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX G (cont.)
SAMPLE IN-HOME RESTRICTED TRAILER TAGS



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)

APPENDIX H
SAMPLE BLUE FEATURE TAGS FOR USE ON BOTH THEATRICAL
AND IN-HOME RELEASES
(for theatrical, place at end of film; for in-home, place at head of film)



For additional information on use of MPA rating blocks and tags, please contact AdvGraphics@motionpictures.org (818-995-6600)