



ADVERTISING ADMINISTRATION RULES

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Advertising Administration
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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 is operated 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 are intended to provide guidance to distributors as well as to 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 giving consideration to 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 is in compliance 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 only when its final form is deemed acceptable by the Advertising Administration; advertising should not be displayed in any venue until such approval is granted.

ARTICLE I. ORGANIZATION AND SCOPE OF ADVERTISING ADMINISTRATION

Section 1. Organization of the Advertising Administration

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 pursuant to 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

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/or the CARA Rules.

ARTICLE II. SUBMISSION AND REVIEW OF ADVERTISING

Section 1. Definition of Advertising

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.

For reference, the term “advertising” includes, but is not limited to, the following materials: trailers, in-theater extended looks, exclusive content, clips and footage, consecutive scene footage, pre-show advertising and static or audio-visual lobby displays, posters, outdoor displays, radio spots, television spots, still photographs, newspaper ads, magazine ads, press kits, publicity copy, 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), Internet advertising material and interactive features, banner advertising on the Internet, TV, Video-on-Demand (VOD), mobile phones or other media, featurettes, webisodes, home entertainment packaging and promotion, 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 an Internet social networking site 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.

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 Internet 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

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.

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 must 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.

If a distributor seeks to package and/or 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 which contains more intense or adult content than that contained in the motion picture.

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.

If the title of a motion picture is changed, all advertising must be resubmitted for approval prior to use.

Section 3. Obligation to Display Only Approved Advertising

The distributor is responsible to ensure that all advertising for any motion picture rated, or 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 the Internet, and immediately take down any unapproved or disapproved advertising that may be displayed. **The use of any such advertising that has not been submitted, is pending approval or that 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

On a case-by-case basis, the Advertising Administration shall determine whether advertising is suitable for its intended audience. This determination is made taking into consideration various factors, which may include the content of both the advertising and the motion picture, the rating and rating descriptor of the motion picture and/or the expected constitution of the audience who will view the advertisement. Any advertising that is disapproved may be edited and resubmitted to the Advertising Administration for approval.

Certain content restrictions are applicable to all advertising. In all instances:

- 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.
- 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.

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 it is disapproved, the reason(s) for the disapproval may 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

All advertising materials, as defined in Article II, Section 1, must be submitted to the Advertising Administration for review prior to 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, taking into consideration the content of the submitted advertising, the content of the motion picture and the motion picture's and advertisement's intended audiences. All advertising that is approved falls into one of two categories, advertising (1) approved without restrictions or (2) approved with restrictions on its placement, including manner and/or time restrictions on its use, depending on the media being used to market the movie.

Advertising materials that are deemed to be "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.

Advertising materials that are "Approved With Restrictions" may only be marketed in specified media and venues, and are 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 takes into consideration factors such as proposed programming, time of day and audience composition. For more information concerning advertising "Approved With Restrictions", see Appendix B.

Within the "Approved With Restrictions" category of advertising, Restricted Audience Advertising (for motion pictures rated R or NC-17 and, for advertising before the motion picture is rated, but for which distributor has good faith belief that the motion picture will be rated R or NC-17) that is, in the judgment of the Advertising Administration, appropriate only for mature audiences may include some stronger content. Such 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/or 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.

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

Article III. SPECIFIC REQUIREMENTS

Section 1. Display of CARA Rating on Advertising

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. In order to ensure that the public is aware of the status of each of these marks, use of the standard trademark notice ® is required on materials issued to the public which include any of the rating marks. The rating symbols and legends may not be self-applied and may only be used with the authorization of the MPA in connection with motion pictures that have been rated by CARA, in accordance with these Rules and the CARA Rules. The unauthorized use of the MPAA’s rating symbols and other marks constitutes trademark infringement, creates public confusion and is a violation of these Rules. Prior to its approval, advertising material may include draft rating information for preliminary review, provided such materials are not distributed to the public until a final approval is given by the Advertising Administration.

If a motion picture has been rated and then a different version of the motion picture is given a different CARA rating, prior to the use of any advertising for that different version, all such advertising approved for use with the original rating must be resubmitted for approval with the different rating. 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.”

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 which otherwise have the effect of undermining the rating system.

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 as soon as practicable.

Section 2. Timing Restrictions

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 which indicates 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. Billboards and trailers used prior to the rating of a motion picture should be replaced as soon as practicable once the motion picture is rated.

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.

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 his or her judgment, such limited uses of that advertising in specified media will not cause public confusion as to the nature, content and/or proper rating of the motion picture.

Section 3. Standards for Certain Types of Advertising

All rating information, including the rating and rating descriptor, must be legible in the media in which it will be viewed. Advertising for rated motion pictures must also comply with the following standards for the type, size, and prominence of rating and other information:

Static Visual Media - General

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, full rating definition, specific rating descriptor, 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 normal viewing distance for the particular 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/or posting such advertising, artwork and layouts will be accepted for

preliminary review before the motion picture is rated, but, once the motion picture is rated, the Full Rating Block must be incorporated.

Newspaper Advertising

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).

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 ³/₄" wide and 1/2" high.

Non-Static Visual and Audiovisual Media - General

All non-static advertising, such as banner 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 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 that will be viewing the advertising. The distributor should submit all anticipated placements for such ads in advance of their use.

Theatrical Trailers

Theatrical trailers may be approved with very specific placement restrictions in order to ensure that 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. 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.

In order to facilitate the trailer-approval process, rough cuts should be submitted as early as possible. 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 35mm film, Digital Cinema Package (DCP), or such other format as the Advertising Administration may approve for that purpose.

A trailer advertising a motion picture that is rated R may not be exhibited with a motion picture that is rated G or PG and such trailers will not be considered appropriate to play before motion pictures rated PG-13 that draw younger audiences. A trailer advertising a motion picture that is rated NC-17 may not be exhibited with a motion picture that is rated G, PG or PG-13. Restricted theatrical trailers may be played only with motion pictures rated R or NC-17.

Trailer sound regulations are applicable 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.

Trailers for television use must be separately submitted as television spots for approval by the Advertising Administration. See *Television Advertising* below with regard to format and placement.

Other In-Theater On-Screen Advertising

Advertising promoting a motion picture that is 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.

In determining the placement of theatrical advertising, the Advertising Administration will take into consideration 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. It is not appropriate to promote a motion picture rated R with G or PG rated features or with a motion picture rated PG-13 that draws younger audiences. Advertising for motion pictures rated NC-17 may not be placed with features rated G, PG or PG-13.

Television Advertising

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 tag 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 those 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.”

TV spots for any distribution of a motion picture other than its theatrical release must include the Full Rating Block for the motion picture at the end of the spot. The rating block may appear in the same frame as the motion picture title, 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. Such TV spots for non-theatrical releases which promote additional content, such as interviews or deleted scenes, must include a visual graphic to indicate that the additional content is not rated (e.g. “bonus features not rated”).

TV spots advertising multiple motion pictures must include the rating information for each title pursuant to these Rules.

Radio Advertising

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.”

Radio spots for the theatrical release of a motion picture that are shorter than 30 seconds and radio spots for any distribution of a motion picture other than its theatrical release must state the rating of the motion picture audibly as follows: “Rated G,” “Rated PG,” “Rated PG-13,” “Rated R,” or “Rated NC-17.”

Internet Advertising

The Internet is a global marketplace in which a diverse mix of content may be directed to various types of consumers. Therefore, when approving advertising for the Internet, many factors are taken into consideration. For instance, websites with adult or mature content are more suitable venues for advertising motion pictures with stronger content, while advertising permitted to appear on websites directed at younger children must be “Approved (Without Restrictions).” Distributors promoting motion pictures with stronger content are responsible for ensuring that advertising for the motion picture is approved and is directed only to appropriate sites with mature or adult audiences. As with all media, parents are strongly encouraged to monitor their children’s online viewing.

All Internet advertising that promotes a motion picture, regardless of source, should be submitted to advertising@motionpictures.org that submission shall include the Internet site address, all passwords and access codes and instructions necessary to access the content on the site. The official motion picture site must include on its splash page the

Full Rating Block and hyperlinks to www.motionpictures.org and www.filmratings.com, as must any trailer for the motion picture exhibited on the Internet. If the motion picture has not yet been rated, the splash page shall include the “This Film Is Not Yet Rated” tag in a box 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).

Restricted advertising may be used on official movie sites only through the use of a tool approved by the Advertising Administration which restricts access by children to that content. The Advertising Administration may approve Restricted advertising only to be displayed on exterior host sites where the advertising is compatible with the content of the site, 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 download the material.

Non-Theatrical Entertainment

All advertising for non-theatrical releases, including streaming, VOD, digital download, UltraViolet™, DVD and Blu-Ray, shall include the same rating information as such advertising for the theatrical version. The blue Feature Tag with the rating and rating descriptor for the motion picture shall appear immediately prior to the start of that non-theatrical feature presentation, and must remain on screen for a minimum of five (5) seconds. (Non-Theatrical and Blue Feature Tag examples are contained in Appendixes G and H).

“Bonus Material” or “Special Features” contained with the home entertainment 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 a minimum of four (4) seconds.

The advertising (including home entertainment packaging) of a Bundled Product must clearly identify each product being marketed. All advertising of a Bundled Product must legibly display the rating information directly on or adjacent to the rated product.

Video-on-Demand (VOD) advertising exhibited on television must be separately submitted for approval and placement. All such advertising must include the correct rating information at the end of the spot.

ARTICLE IV. APPEAL OF ADVERTISING ADMINISTRATION DETERMINATIONS

Section 1. Procedure for Appeal

A distributor that has submitted advertising that has been disapproved by the Advertising Administration may institute an appeal of that determination by serving written notice of such appeal on the senior executive of the Advertising Administration and on 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 that disapproved advertising to the Chairman of the MPA.

The Chairman of the MPA, or in his or her 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 his or her attention regarding the intended use of the disapproved advertising.

Oral and documentary evidence may be introduced during the hearing by the distributor and by the Advertising Administration. 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 have discretion 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.

The Advertising Administration shall be represented during the appeal by its senior executive or by 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.

The appeal proceedings shall be confidential and may not be recorded or transcribed in any manner.

The appeal shall be decided as expeditiously as possible and a written determination made. The Chairman of the MPA or his or her designee will overrule the disapproval by the Advertising Administration only if, in his or her opinion, the decision of the Advertising Administration to disapprove the advertising was clearly erroneous in accordance with the provisions of these Rules. The decision of the Chairman of the MPA, or his or her designee, shall be final.

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 as set forth in these Rules and the CARA Rules.

Article V. VIOLATION OF RULES

Section 1. Sanctions

Any violation of these Rules shall be grounds for the imposition of sanctions as set forth in these Rules or as set forth in the CARA Rules. The following sanctions may be issued by the Chairman of the MPA on the application of the Advertising Administration for violation of these Rules:

The distributor may be required to submit each media buy or other advertising placement for the motion picture for approval by the Advertising Administration prior to its display in any medium;

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;

The rating issued to the motion picture by CARA may be revoked;

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;

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/or advertising approvals for such time as the Chairman of MPA determines is appropriate, but in no event, for more than ninety (90) days; and/or

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.

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

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.

The MPA Chairman, or in his or her 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 his or her attention regarding the intended use of the disapproved advertising.

At the hearing, oral and documentary evidence may be introduced by the distributor and by representatives of the Advertising Administration. 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 have discretion 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.

If the MPA Chairman or his or her designee, upon review of the evidence, determines that the Advertising Administration Rules have been violated and that the violation has not been adequately cured, he or she 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 his or her designee, shall be final.

Section 3. Effect of Sanctions

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 provide written certification to the MPA promptly after the revocation or suspension of its compliance with these requirements.

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.

APPENDIX A

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

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 cadavers); people in jeopardy, including images of people being abused, punched, beaten, bound or gagged; disturbing or frightening scenes, including some transformations and morphing particularly 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 explosion.

Sexuality; nudity; 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 venereal diseases.

Offensive gestures and language including discernible mouthing of offensive language or profanity; sound bleeps; sacrilege, including sacrilegious epithets referring to specific religious figures, such as “Jesus Christ” or “God damn” when used in a blasphemous way; and overt and offensive references to body functions or excessive scatological humor.

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.

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.

Depiction of or reference to illegal drugs and drug paraphernalia or material which may glamorize the use of such drugs.

References which demean any gender, sexual orientation, religion, race, ethnicity or national origin, or contain offensive depictions of physical or mental handicaps. This is not an exhaustive or exclusive list and the Advertising Administration may revise this list from time to time.

APPENDIX B

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

Depictions of strong violence and brutality, including but not limited to: gratuitous images of blood or open wounds; dismemberments; mutilations of bodies (including cadavers); graphic depictions of rape and sexual molestation; depictions of children being abused (verbal or physical); excessive use of lethal weapons, including but not limited to: people being shot, guns held to people and to audience, excessive gunfire and war imagery; and use of guns or other lethal weapons around children;

Intensely frightening scenes and images, including but not limited to: extreme or gory transformations; graphic depictions of torture; animal abuse or torture; people burned or on fire, except when depicting a fantasy character;

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;

Offensive gestures and language including discernible mouthing of sexually connotative language or profanity; sound bleeps; sacrilegious epithets referring to specific religious figures, such as “Jesus Christ” or “God-damn” when used in a blasphemous way; and excessive scatological humor, including images of urine and excrement;

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; depictions of minors in sexual situations; and children and minors handling or using lethal weapons, such as guns, hatchets, butcher knives;

Excessive or explicit depictions of illegal drugs, including but not limited to: images of illegal drugs and drug paraphernalia; and depictions of people using of illegal drugs.

This is not an exhaustive or exclusive list and the Advertising Administration may revise this list from time to time.

APPENDIX C

Advertising “Approved With Restrictions” and limited to “Restricted Audiences” shall not contain:

Extreme violence, including, but not limited to: graphic decapitations, dismemberment or excessive gore and the most extreme scenes of torture.

Explicit or graphic depictions of people engaged in sex acts, including, but not limited to: sexual intercourse, masturbation, full frontal display of genitalia or pubic hair, and excessive use of sexually connotative words.

This is not an exhaustive or exclusive list and the Advertising Administration may revise this list from time to time.

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

G	GENERAL AUDIENCES
All Ages Admitted	
 ®	

PARENTAL GUIDANCE SUGGESTED	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE.
PG	
Some Material May Not Be Suitable for Children	
 ®	

PARENTS STRONGLY CAUTIONED	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE.
PG-13	
Some Material May Be Inappropriate for Children Under 13	
 ®	

RESTRICTED	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN REASON.
R	
Under 17 Requires Accompanying Parent or Adult Guardian	
 ®	

ADULTS ONLY	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE.
NC-17	
No One 17 and Under Admitted	
 ®	

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

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



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

APPENDIX E SAMPLE THEATRICAL TRAILER TAGS



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

APPENDIX E
SAMPLE THEATRICAL RESTRICTED TRAILER TAGS



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

APPENDIX E
SAMPLE INTERNET TRAILER TAGS



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

APPENDIX E
SAMPLE INTERNET RESTRICTED TRAILER TAGS



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APPENDIX F
 SAMPLE NON-THEATRICAL FULL RATING BLOCKS FOR PRINT, TV AND INTERNET

G	GENERAL AUDIENCES
All Ages	
®	

PARENTAL GUIDANCE SUGGESTED	PG	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE.
Some Material May Not Be Suitable for Children		
®		

PARENTS STRONGLY CAUTIONED	PG-13	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE.
Some Material May Be Inappropriate for Children Under 13		
®		

RESTRICTED	R	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN REASON.
Under 17 Requires Accompanying Parent or Adult Guardian		
®		

ADULTS ONLY	NC-17	REASONS BOX. FILL IN RATING REASON HERE. REASONS BOX. FILL IN RATING REASON HERE.
No One 17 and Under		
®		

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

APPENDIX F
SAMPLE NON-THEATRICAL ABBREVIATED RATING BLOCKS FOR
PRINT, TV AND INTERNET



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

APPENDIX G
 SAMPLE NON-THEATRICAL TRAILER TAGS



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

APPENDIX G
SAMPLE NON-THEATRICAL RESTRICTED TRAILER TAGS



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

APPENDIX H
 SAMPLE BLUE FEATURE TAGS FOR USE ON BOTH THEATRICAL
 AND NON THEATRICAL RELEASES
 (for theatrical, place at end of film; for non theatrical, place at head of film)



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