

- (c) Advertising shall not be associated with minors, or symbols of minors; specifically, it shall make no direct or implied appeal to minors nor shall it include scenes depicting minors or persons who might reasonably be mistaken for minors.
 - (d) All reference to the product, as well as product specifications such as size, price and availability, must be accurate in terms of the product approved for sale by the Newfoundland Liquor Corporation.
 - (e) Advertisement must not imply that the ads were inserted by the Newfoundland Liquor Corporation or the Newfoundland Government, but need not include any specific disclaimer.
- (4) Electronic or illuminated signs, billboards, posters, and any such related outdoor advertising is permitted subject to prior approval by the Corporation and the following terms:
- (a) No such advertising is permitted within 200 meters of the perimeter of a place of worship or a school (primary, secondary, junior high, and high schools).
 - (b) No more than 25% of any one advertiser's inventory of outdoor advertising space in any market shall be devoted to alcoholic beverages at any one time.
 - (c) Advertising content will be for brand and/or corporate name only.