

NFL advertising changes allow scenic images of Nevada

By Richard N. Velotta, Las Vegas Sun

The National Football League has unveiled its advertising, sponsorship and promotion guidelines for 2010, and the good news for Las Vegas is that some changes will allow the city to be shown off in TV ads during the upcoming regular season.

The bad news for the city's promoters is that showing off our hotels and casinos – or even a pair of flying dice above a craps table – and invoking our world-famous motto, “What happens here, stays here,” are still considered too racy for the NFL's taste.

Still, the revised guidelines are an important step in displaying Las Vegas in commercial messages that appear during the games that sports books annually thrive on. But advertisers still won't have carte blanche to put anything about Las Vegas on the air.

In the NFL's 2009 postseason, the league had what amounted to a four-week trial period with a revised advertising policy. Those guidelines will be in place for the entire 2010 season, giving advertisers an opportunity to deliver messages on national broadcasts for the 17-week regular season.

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