



WHERE AND HOW CAN iGaming Ads for Registered Operators RUN IN Ontario?

IAB Canada - Policy & Regulatory Affairs
 April 5th, 2022 - to be updated as information becomes available

IAB CANADA PUBLISHERS – iGaming Ontario AD ACCEPTANCE STATUS

The following IAB Canada Publishers/Platforms have provided the following important iGaming ad acceptance information. The document will be updated as new information becomes available. As always, we recommend that you contact your sales representatives for further clarifications and specific opportunities.

[iGaming Resource Section – Includes important information](#)

Publisher	Accepting iGaming Advertising	Accepting Programmatic	Accepting Direct	Special Instructions
Bell Media	Yes	Programmatic Guaranteed only	Yes	Yes, please reach out to your Bell Media Sales Rep for details.
Corus	Yes	Programmatic Guaranteed only at this time	Yes	If they are running the same spot for which they have TV clearance on digital, then do not require further clearance. If the digital spot is not also running on TV, Corus will require a signed indemnity letter, proof of license and creative must be approved by Corus Legal team prior to booking.”
Gameloft	Yes - but only if the advertising is for state-run iGaming operations (e.g. OLG).	No	Yes	All iGaming campaigns will be strictly age-targeted and subject to a creative review before approval to run in our network.

	Ads inventory not available for non-government betting operations.			
Glacier Media	Yes	Yes	Yes	Contact for additional details
Globe and Mail	Yes	Yes	Yes	Publisher creative review required. All advertisers need to follow the new rules and regulations outlined.
Google	Yes	Yes	Yes	Advertisers need to apply for certification from Google in order to run certain types of gambling-related ads. Full policy details here
Meta	See special instructions	See special instructions	See special instructions	Ads that promote online gambling and gaming, where anything of monetary value (including cash or digital/virtual currencies, e.g. bitcoin) is required to play, and anything of monetary value forms part of the prize, are only allowed with our prior written permission. Meta's advertising policies can be found here , with a specific call-out for gaming here .
Narcity Media	Yes	Yes	Yes	No
Outfront	Yes, we are accepting from licensed companies.	Yes, but only via PMP at this time, no open exchange.	Yes	Creative needs an additional round of approval so it's best to get it in earlier.
Pattison	Yes	Yes; via preauthorized PMP deal	Yes	Advertiser and creative subject to approval prior to execution.
Pelmorex	Yes	Yes – Programmatic Guaranteed only	Yes	Creative subject to approval

Post Media	Yes	TBD. Discussions in progress	Yes	Users must be registered operators to advertise with us and must adhere to AGCO & iGO regulations.
Rogers	Yes	Yes – Programmatic Guaranteed only	Yes	Creative needs to be approved
Suite66	Yes	Yes	Yes	No
Twitter	Yes	No	Yes! Find out more about our ad formats here .	Operators must be approved by the AGCO and iGaming Ontario to advertise on Twitter. Advertising tools are limited to those that target provincially. Advertisers must create an online sports betting-specific handle to get started. Reach out to our team to get started!
Yahoo	Yes	Yes	Yes	Please contact canada.exchange@yahooinc.com as advertisers and creatives require pre-approval
Zoom Media	Yes	Yes	No	No

