

**“Dealer Life Motorcycle Giveaway” Sweepstakes  
DISCLAIMERS**

Below are the appropriate disclaimers that should appear on all of the advertising pieces below. If there are any advertising pieces not listed below, please let us know and we can review and provide the appropriate disclaimer.

- **Web Banners**
  - Disclaimers can be a minimum of 6-point font size  
**NO PURCHASE NECESSARY. Ends 03/31/24. Visit [www.thedealerlife.com](http://www.thedealerlife.com) (Hyperlink) for details.**
  
- **Website**

Disclaimers must appear on home page and should appear at the bottom of each page associated with sweeps

  - Disclaimers can be a minimum of 6-point font size  
**NO PURCHASE NECESSARY. Ends 03/31/24. Open to legal residents of 48 US & DC who are 18 or older at the time of entry. Subject to full Official Rules available at [www.thedealerlife.com](http://www.thedealerlife.com) (Hyperlink). Void where prohibited by law.**
  
- **Any POS or printed ad**
  - All disclaimers must appear somewhere on the printed piece (ie. Bottom of the page).
  - Disclaimers can be a minimum of 6-point font size or the equivalent in percentage on larger pieces (such as bill boards)  
**NO PURCHASE NECESSARY. Ends 03/31/24 . Open to legal residents of 48 US & DC who are 18 or older at the time of entry. Subject to full Official Rules available at [www.thedealerlife.com](http://www.thedealerlife.com) Void where prohibited by law.**
  
- **Broadcast Advertising (Radio and Television)**
  - **Radio:** All disclaimers must be clearly stated at some point within the radio script. They must be stated in a reasonable amount of time for the consumer to clearly understand them.
  - **TV:** All disclaimers must be posted on the commercial. Having them posted at the bottom of the screen for the entire duration of the commercial is the best way. Otherwise, they can be placed on screen at the end of the commercial, giving a reasonable amount of time for the consumer to clearly read and understand them.  
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- **Twitter/Facebook/Pinterest Note:** Despite the character limit, the legal disclaimers are still required on social networks; however, many Sponsors elect to exclude disclaimers as a standard due to the character limit. NSC always recommends disclosing the minimum required disclaimers when advertising the sweepstakes as required by law (see minimum disclaimers below). Failure to use such disclaimers will be at the sole risk of the Sponsor.  
  
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  - Twitter:  
  
**NO PURCH NEC. Ends 03/31/24. 48 US & DC, 18+. Visit [www.thedealerlife.com](http://www.thedealerlife.com) (Hyperlink) for details.**