Oregon	Washington	Colorado
845-025-8040 **Advertising Restrictions** **(1)** Marijuana advertising may not: **(a)** Contain statements that are deceptive, false, or misleading; **(2)** A licensee may not make any deceptive, false, or misleading assertions or statements on any informational material, any sign, or any document provided to a consumer.	**WAC 314-55-155** **Advertising** **(2) General.** All marijuana advertising and labels of useable marijuana and marijuana-infused products sold in the state of Washington may not contain any statement, or illustration that: **(a)** Is false or misleading;	**R 1102 – Advertising General Requirement: No Deceptive, False or Misleading Statements** A Retail Marijuana Establishment shall not engage in Advertising that is deceptive, false, or misleading. A Retail Marijuana Establishment shall not make any deceptive, false, or misleading assertions or statements on any product, any sign, or any document provided to a consumer.
845-025-8040 **Advertising Restrictions** **(3)** A licensee must include the following statement on all print, billboard, television, radio and internet advertising in font size legible to the viewer: **(a)** "Do not operate a vehicle or machinery under the influence of this drug". **(b)** "For use only by adults twenty-one years of age and older." **(c)** "Keep out of the reach of children." **845-025-8060** **Advertising Media, Coupons, and Promotions** **(2)** A licensee may not utilize television, radio, billboards, print media or internet advertising unless the licensee has reliable evidence that no more than 30 percent of the audience for the program, publication or internet web site in or on which the advertising is to air or appear is reasonably expected to be under the age of 21. **(3)** A licensee who advertises via web page must utilize appropriate measures to ensure that individuals visiting the web page are over 21 years of age.	**WAC 314-55-155** **Advertising** **(5)** All advertising must contain the following warnings: **(a)** "This product has intoxicating effects and may be habit forming."; **(b)** "Marijuana can impair concentration, coordination, and judgment. Do not operate a vehicle or machinery under the influence of this drug."; **(c)** "There may be health risks associated with consumption of this product."; and **(d)** "For use only by adults twenty-one and older. Keep out of the reach of children." All print advertising must contain text that marijuana products may be purchased or possessed only by persons 21 years of age or older.	**R 1104 –Advertising: Television** B. Television Advertising. A Retail Marijuana Establishment shall not utilize television Advertising unless the Retail Marijuana Establishment has reliable evidence that no more than 30 percent of the audience for the program on which the Advertising is to air is reasonably expected to be under the age of 21. **R 1105 –Advertising: Radio** B. Radio Advertising. A Retail Marijuana Establishment shall not engage in radio Advertising unless the Retail Marijuana Establishment has reliable evidence that no more than 30 percent of the audience for the program on which the Advertising is to air is reasonably expected to be under the age of 21. **R 1106 –Advertising: Print Media** A Retail Marijuana Establishment shall not engage in Advertising in a print publication unless the Retail Marijuana Establishment has reliable evidence that no more than 30 percent of the publication's readership is reasonably expected to be under the age of 21. **R 1107 –Advertising: Internet** A Retail Marijuana Establishment shall not engage in Advertising via the internet unless the Retail Marijuana Establishment has reliable evidence that no more than 30 percent of the audience for the internet web site is reasonably expected to be

		under the age of 21. See also Rule R 1114 – Pop-Up Advertising.
845-025-8040 **Advertising Restrictions** **(1)** Marijuana advertising may not: **(c)** Specifically encourages the transportation of marijuana items across state lines;	Licensees are prohibited from engaging in advertising that specifically targets persons outside the state of Washington.	**R 1108 – Advertising: Targeting Out-of-State Persons Prohibited.** A Retail Marijuana Establishment shall not engage in Advertising that specifically targets Persons located outside the state of Colorado.
845-025-8040 **Advertising Restrictions** **(2)** Marijuana advertising may not: **d)** Assert that marijuana items are safe because they are regulated by the Commission or have been tested by a certified laboratory or otherwise make claims that any government agency endorses or supports marijuana; **(e)** Make claims that recreational marijuana has curative or therapeutic effects; **(f)** Display consumption of marijuana items; **(g)** Contain material that encourages the use of marijuana because of its intoxicating effect; **(h)** Contain material that encourages excessive or rapid consumption.	**WAC 314-55-155** **Advertising** **(2) General.** All marijuana advertising and labels of useable marijuana and marijuana-infused products sold in the state of Washington may not contain any statement, or illustration that: **(b)** Promotes over consumption; **(c)** Represents the use of marijuana has curative or therapeutic effects;	**R 1109 – Signage and Advertising: No Safety Claims Because Regulated by State Licensing Authority** No Retail Marijuana Establishment may engage in Advertising or utilize signage that asserts its products are safe because they are regulated by the State Licensing Authority. **R 1110– Signage and Advertising: No Safety Claims Because Tested by a Retail Marijuana Testing Facility** A Retail Marijuana Establishment may advertise that its products have been tested by a Retail Marijuana Testing Facility, but shall not engage in Advertising or utilize signage that asserts its products are safe because they are tested by a Retail Marijuana Testing Facility

No specific restrictions on outdoor advertising other than those mentioned above (i.e., all ads must contain certain statements and advertiser must have evidence that no more than 30% of viewing audience is under the age of 21).	**Business Signs and Outdoor Advertising**
	• Licensees are limited to two signs (maximum 1600 sq. inches) that are permanently affixed to a building or other structure on the licensed premises.
	• Other forms of signage/outdoor advertising are prohibited, such as sign spinners, sandwich boards, inflatables, persons in costume, etc.
	• Signs are limited to the following information:
	  ○ Business or tradename,
	  ○ Business location, and
		R 1111– Signage and Advertising: Outdoor Advertising
		A. Local Ordinances. In addition to any requirements within these rules, a Retail Marijuana Establishment shall comply with any applicable local ordinances regulating signs and Advertising.
		B. Outdoor Advertising Generally Prohibited. Except as otherwise provided in this rule, it shall be unlawful for any Retail Marijuana Establishment to engage in Advertising that is visible to members of the public from any street, sidewalk, park or other public place, including Advertising utilizing any of the following media: any billboard or other

	○ Identifying the nature of the business. • Signs must contain text stating that marijuana products may be purchased or possessed only by persons 21 years of age or older. • Signs cannot contain depictions of plants or products (ex: leaf = plant, joint = product), or use movie or cartoon characters, or any other depiction that might be appealing to children. • Signs may contain: ○ Images – Will be further clarified in rule, but images cannot be plants, products, appealing to children, etc. ○ Logos – Logos may not contain plants, products, or be appealing to children, etc. **Billboards** Licensed retail outlets may use a billboard solely for the purpose of identifying the name of the business, the nature of the business, and providing the public with directional information to the licensed retail outlet. • Billboards are limited to the same restrictions as outdoor signs (listed above): ○ Billboards must contain text stating that marijuana products may be purchased or possessed only by persons 21 years of age or older. ○ Billboards cannot contain depictions of plants or products (ex: leaf = plant, joint = product), or use movie or cartoon characters, or any other depiction that might be appealing to children. ○ Billboards may contain:	outdoor general Advertising device; any sign mounted on a vehicle, any hand-held or other portable sign; or any handbill, leaflet or flier directly handed to any person in a public place, left upon a motor vehicle, or posted upon any public or private property without the consent of the property owner. **C. Exception.** The prohibitions set forth in this rule shall not apply to any fixed sign that is located on the same zone lot as a Retail Marijuana Establishment and that exists solely for the purpose of identifying the location of the Retail Marijuana Establishment and otherwise complies with any applicable local ordinances

	▪ Images – Will be further clarified in rule, but images cannot be plants, products, appealing to children, etc. ▪ Logos – Logos may not contain plants, products, or be appealing to children, etc. ○ Billboards must contain all of the warnings required for advertising under WAC 314-55-155. **(3)** No licensed marijuana producer, processor, or retailer shall place or maintain, or cause to be placed or maintained, an advertisement of marijuana, usable marijuana, or a marijuana-infused product in any form or through any medium whatsoever: **(a)** Within one thousand feet of the perimeter of a school grounds, playground, recreation center or facility, child care center, public park, library, or a game arcade admission to which it is not restricted to persons aged twenty-one years or older; **(b)** On or in a public transit vehicle or public transit shelter; or **(c)** On or in a publicly owned or operated property.	
845-025-8040 **Advertising Restrictions** **(1)** Marijuana advertising may not: **(b)** Contain any content that can reasonably be considered to target individuals under the age of 21, including but not limited to images of minors, cartoon characters, toys, or similar images and items typically marketed towards minors, or references to products that are commonly associated with minors or marketed by minors;	**(2) General.** All marijuana advertising and labels of useable marijuana and marijuana-infused products sold in the state of Washington may not contain any statement, or illustration that: **(d)** Depicts a child or other person under legal age to consume marijuana, or includes: **(i)** Objects, such as toys, characters, or cartoon characters suggesting the presence of a child,	**R 1112– Signage and Advertising: No Content That Targets Minors** A Retail Marijuana Establishment shall not include in any form of Advertising or signage any content that specifically targets individuals under the age of 21, including but not limited to cartoon characters or similar images.

	or any other depiction designed in any manner to be especially appealing to children or other persons under legal age to consume marijuana; or **(ii)** Is designed in any manner that would be especially appealing to children or other persons under twenty-one years of age.	
845-025-8040 **Advertising Restrictions** **(4)** A licensee may not engage in advertising via marketing directed towards location-based devices, including but not limited to cellular phones, unless the marketing is a mobile device application installed on the device by the owner of the device who is 21years of age or older and includes a permanent and easy opt-out feature.		**R 1113 – Advertising: Advertising via Marketing Directed Toward Location-Based Devices** A Retail Marijuana Establishment shall not engage in Advertising via marketing directed towards location-based devices, including but not limited to cellular phones, unless the marketing is a mobile device application installed on the device by the owner of the device who is 21 year of age or older and includes a permanent and easy opt-out feature.
		R 1114 – Pop-Up Advertising A Retail Marijuana Establishment shall not utilize unsolicited pop-up Advertising on the internet.
845-025-8060 **Advertising Media, Coupons, and Promotions** **(1)** The Commission prohibits advertising through handbills that are posted or passed out in public areas such as parking lots and publicly owned property.	**(4)** Giveaways, coupons, and distribution of branded merchandise are banned.	**R 1115 – Advertising: Event Sponsorship** A Retail Marijuana Establishment may sponsor a charitable, sports, or similar event, but a Retail Marijuana Establishment shall not engage in Advertising at, or in connection with, such an event unless the Retail Marijuana Establishment has reliable evidence that no more than 30 percent of the audience at the event and/or viewing Advertising in connection with the event is reasonably expected to be under the age of 21.