



**STATE OF RHODE ISLAND
DEPARTMENT OF BUSINESS REGULATION
Office of Cannabis Regulation
560 Jefferson Blvd. Ste. 204
Warwick, Rhode Island 02886**

Advertising Guidance for Hybrid Retail Licensees
Issued pursuant to 2023 House Bill 5829/Senate Bill 1009
Effective Date: June 19, 2023

Per 2023 House Bill 5829/Senate Bill 1009, signed by Governor Daniel J. McKee on June 19, 2023, hybrid retail licensees may now advertise subject to the following guidelines. In accordance with the enacted law, this guidance does not pertain to licensed cultivators, laboratories, or non-hybrid medical marijuana compassion centers, which will remain subject to the advertising restrictions present in the Medical Marijuana Program rules and regulations.

Allowable advertising media may include, but are not limited to:

1. **Online media**, including video advertisements, social media, and pop-up advertisements;
2. **Broadcast media**, including radio, television, and film;
3. **Print media**, including newspapers, magazines, and direct mail; and
4. **Outdoor media**, including billboards and street furniture.

Advertisements shall clearly and conspicuously include the following components:

1. The required universal symbol in color;
2. Medical marijuana program (MMP) license number of the licensee; and
3. “For Ages 21+ and medical cannabis patients.”

Advertisements may not:

1. Suggest or imply that cannabis has curative or therapeutic effects;
2. Reasonably appear to target individuals under the age of twenty-one (21), including but not limited to the use of animal characters, toys, cartoon characters or similar images;
3. Display the consumption or use of cannabis or cannabis products;
4. Contain material that encourages excessive consumption;
5. Be combined with content relating to alcohol, nicotine, tobacco or any other substance;
6. Depict activities or persons in conditions under the influence of cannabis, including but not limited to operating a motorized vehicle, boat or machinery, or persons who are pregnant or breastfeeding; or
7. Violate any state or federal trademark law or regulation.

Additionally, hybrid retail licensees are encouraged to ensure that the selected advertising medium targets an audience of which 85% of the population is reasonably expected to be 21 years of age or older and shall adhere to the below requirements.

Please note that the Office of Cannabis Regulation will not be reviewing any advertising plans or proposals. It is the licensee’s responsibility to ensure all advertising is in full compliance with this guidance document. The Office of Cannabis Regulation will notify licensees of noncompliance issues in accordance with existing statutory and regulatory authority. The above guidance is subject to change and amendment by the Office of Cannabis Regulation.