

# ADVERTISING

## Regulations Cheat Sheet

### MUST SAY WORD-FOR-WORD

- “For Use Only by Adults 21 Years of Age and Older”
- “Keep Out of Reach of Children”

### GENERAL

A cannabis establishment shall not:

Give reference to or perception of being high

Advertise or offer any cannabis or cannabis product as “free” or “donated” without a purchase

Engage in advertising which contains any statement or illustration that:

- Is false or misleading
- Promotes overconsumption of cannabis or cannabis products
- Depicts actual consumption of cannabis or cannabis products
- Depicts a child or other person who is less than 21 years of age consuming cannabis or cannabis products or objects suggesting the presence of a child, including, without limitation, toys, characters or cartoons, or contains any other depiction which is designed in any manner to be appealing or to encourage consumption of cannabis or cannabis products by a person who is less than 21 years of age.

### AUDIENCE SEGMENTATION

- A cannabis establishment shall not advertise in any publication or on radio, television or any other medium if 30% or more of the audience of that medium is reasonably expected to be persons who are less than 21 years of age.
- A cannabis establishment must maintain documentation of audience segmentation for five (5) years and make documentation available upon request.

### LOCATION

A cannabis establishment shall not:

- Place an advertisement within 1,000 feet of a public or private school, playground, public park, or library, but may maintain such an advertisement if it was initially placed before the school, playground, public park, or library was

located within 1,000 feet of the location of the advertisement

- Place an advertisement on or inside of a motor vehicle used for public transportation or any shelter for public transportation (does not apply to taxis)
- Place an advertisement at a sports event
- Place an advertisement at an entertainment event to which persons who are less than 21 years of age are allowed entry \*
- Place an advertisement on or inside of a motor vehicle used by a cannabis establishment for private transportation
- Place an advertisement on signs carried by a natural person, including, without limitation, handbills, pamphlets, cards or other types of advertisements that are distributed to the general public, but excluding an advertisement placed in a newspaper of general circulation, trade publication or other form of print media.

### BEST PRACTICE

Be tasteful and respectful.

### NOTES

- Fruit is not permitted in advertising. This includes advertising containing images of approved packaging featuring fruit.
- Social media posts do not require approval, but all advertising guidelines must be closely followed, as these sites are closely monitored.
- Packaging still requires approval.

*\*Advertising at events where youth (persons less than 21 years of age) are expected to be less than 30% of the audience is now allowed (AB164). Again, audience segmentation documentation must be retained for five (5) years.*



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