

Recreational Marijuana Program

Compliance Education Bulletin

Bulletin CE2017-03

The Oregon Liquor Control Commission is providing the following information to: existing and prospective recreational marijuana licensees.

The bulletin is part of OLCC's compliance education. It is important that you read it, and understand it. If you don't understand it please contact the OLCC for help.

Failure to understand and follow the information contained in this bulletin *could result in an OLCC rules compliance violation affecting your ability to work or operate your business.*

Bulletin CE2017-03 covers the following issue(s):

- Advertising Restrictions

The Oregon Liquor Control Commission is receiving questions about what advertising is allowed to promote Recreational Marijuana licensed businesses. OLCC Recreational Marijuana rules are expressed as *restrictions on advertising* -- what is **not** allowed.

Please refer to the information below which is also found in OLCC Division 25 Recreational Marijuana [rules](#) found on the OLCC Recreational Marijuana [website](#).

Advertising

What are the restrictions in advertising your cannabis business?

Advertising is publicizing the trade name of a licensee together with words or symbols referring to marijuana or publicizing the brand name of marijuana or a marijuana product.

Marijuana advertising may not:

- Contain statements that are deceptive, false, or misleading;
- Contain any content that can reasonably be considered to target individuals under the age of 21;
- Encourages the transportation of marijuana items across state lines;
- 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;
- Make claims that recreational marijuana has curative or therapeutic effects;

- Display consumption of marijuana items;
- Contain material that encourages the use of marijuana because of its intoxicating effect;
- Contain material that encourages excessive or rapid consumption.

Advertisements through print, billboard, television, radio and internet must contain the following statements (this does not apply to advertising on apparel):

Do not operate a vehicle or machinery under the influence of this drug

For use only by adults twenty-one years of age and older

Keep out reach of children

If the OLCC receives complaints about advertising we will investigate. You should be prepared to verify you are not breaking any of the advertising rules located in [Division 25 Administrative Rules](#). If you are advertising through television, radio, billboards, print media or internet you must have verification no more than 30% of your viewing audience in under the age of 21.