
Bulletin – Billboard Advertisements

To: Marijuana Establishments and Medical Marijuana Treatment Centers licensed pursuant to 935 CMR 500.000 and 501.000
From: Shawn Collins, Executive Director
Date: December 22, 2020
Subject: Billboard Advertisements

Marijuana Establishments and Medical Marijuana Treatment Centers (“Licensees”) who wish to advertise via billboards are reminded that all such advertisements must accord with G.L. c. 94G, § 4(a^{1/2})(xxix); 935 CMR 500.105(4) and/or 501.105(4).

Licensees are prohibited from engaging in advertising, marketing, and branding by means of television, radio, internet, mobile applications, social media, or other electronic communication, billboard, or other outdoor advertising, or print publication unless at least 85% of the audience is reasonably expected to be 21 years of age or older, as determined by reliable and current audience composition data. 935 CMR 500.105(4)(b)2. Medical Marijuana Treatment Centers must further demonstrate that at least 85% of the audience is reasonably expected to be comprised of individuals with debilitating conditions. 935 CMR 501.105(4)(b)2.

On Commission request, Licensees must provide copies of audience composition data demonstrating that their advertising, marketing, or branding practices are compliant. Failure to provide reliable and current audience composition data may result in disciplinary action pursuant to 935 CMR 500.000 and 501.000.

Licensees may submit questions regarding this Bulletin to their assigned investigator or compliance officer or to Inspections@CCCMass.com.

