



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 and Hybrid Cultivator Licensees

Issued pursuant to 2024 House Bill 7505/Senate Bill 2885

Effective Date: June 13, 2023

Amended: August 6, 2024

Per 2024 House Bill 7505/Senate Bill 2885, signed by Governor Daniel J. McKee on June 26, 2024, hybrid retail licensees and hybrid cultivators may now advertise subject to the following guidelines. In accordance with the enacted law, this guidance does not pertain to laboratories, non-hybrid medical marijuana compassion centers, or non-hybrid medical marijuana cultivators, 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 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 above 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.