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# CANNABIS COMPLIANCE BOARD STATE OF NEVADA

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## Cannabis Advertising Guidance

Cannabis establishments are not required to submit logos, signage, or advertising for pre-approval. However, all advertising must comply with the requirements outlined in **NRS 678B.520** and **NCCR 6.120 and 7.030**. Additionally, establishments should review and adhere to applicable local, city, and county restrictions.

To assist establishments with compliance, the Nevada Cannabis Compliance Board is providing the following guidance:

### GENERAL

- Advertising must include the following warnings: 'Keep Out of Reach of Children' and 'For Use Only by Adults 21 Years of Age or Older.'
- Advertising is not permitted within 1,000 feet of the property line of public & private schools, daycares, playgrounds, parks, community centers, and libraries. This includes vehicle wraps and mobile billboards.
- Sporting Events: Advertising is not permitted at sporting events in which persons who are under 21 years of age are allowed entry.
- Entertainment Events: Advertising is allowed if it is reasonable estimated that less than 30% of the persons in attendance are under 21 years of age.
- Media: Advertising is not permitted on television, radio, or other publications where the projected audience under 21 years of age is more than 30%.
- A cannabis establishment must maintain documentation for at least five years, if advertising to an audience and determining the percentage of persons under 21 years of age. The cannabis establishment must be able to demonstrate the manner in which it determined the reasonably expected age of the audience for that advertisement.
- Advertising is not permitted on or in vehicles for public transportation including any shelter for public transportation.
- Advertising may not be handed out (i.e. pamphlets, handbills, etc.).
- Advertising on social media and business-to-business advertisements must follow the same guidelines.

### NOT ACCEPTABLE IN ADVERTISING

- Contains false or misleading statements or illustrations;
- Depicts the consumption of cannabis products i.e. smoking, eating, vaping, dabbing, or using a topical;

- Promotes the overconsumption of cannabis products;
- Depicts persons under 21 years of age consuming cannabis products; any indication of a child's presence; resemblance to brands targeted at children, toys, candy, fruit, cartoon characters, or any other depiction designed in a manner that is appealing to children, or encourages consumption of cannabis to persons under 21 years of age;
- Offers cannabis for free or donated without purchase.

**NOTE: All product packaging still requires pre-approval.**

Please continue to keep advertising respectful and tasteful.

For questions regarding a specific advertisement or photo, please email: [CCBLicensing@ccb.nv.gov](mailto:CCBLicensing@ccb.nv.gov).