



Advertising Guidance

Per the guidance bulletin issued on May 6, 2022, new advertising requirements went into effect on September 2, 2022. View the May 6, 2022 bulletin, [here](#).

Nevada Cannabis Compliance Regulation (NCCR) 1.052 defines advertise and advertising as “an attempt by written, electronic, or graphic representation to promote a company and/or company products or services.”

At this time, **and with respect to NCCR 12.070(1)&(2) and NRS 678B.520(11)(e)(1)&(2) ONLY**, the CCB considers the following categorization of advertising and non-advertising materials, per NCCR 1.052 (updated and as of November 2022). This is subject to change **with** notice.

What is considered advertising?

- Printed menus
- Websites (Warnings must appear somewhere on the webpage but not on each individual image)
- Social media marketing
- Brochures containing information about cannabis or cannabis products
- Billboards
- Advertisements in magazines, circulars, directories, etc.
- Commercials on radio, television, Internet, etc.
- Outdoor signs, posters, or displays
- Product displays which are used outside of the facility
- Other printed materials promoting the sale of cannabis or cannabis products (i.e., tented table displays, banners, etc.)

What is **NOT** considered advertising?

- Signage of the business name
- Company logos
- Devices (i.e., rolling trays, lighters, etc.)
- Lights (i.e., neon)
- Figures
- Paintings, drawings, or artwork
- Branded merchandise (i.e., clothing, hats, stickers, key chains, etc.)
- Plaques used for the design of the establishment
- In-store signage, not expected to leave the facility
- In-store product displays, not expected to leave the facility

Signage of the business name, company logos, and other forms of media (on a case-by-case basis) must still comply with all other advertising statutes and regulations, but otherwise those media need not contain the wording “Keep out of Reach of Children” or “For use only by adults 21 years of age or older.”

If a licensee is unsure if their advertising is in compliance with the above guidelines, they may voluntarily submit for review at auditinspections@ccb.nv.gov.

NOTE: All product packaging must still be pre-approved.



Nevada Cannabis Compliance Board

ccb.nv.gov

NCCR 12.070 Advertising of cannabis (Subsection 3 of this section becomes effective May 1, 2022). A cannabis establishment shall ensure that all advertising by the cannabis establishment contains such warnings as may be prescribed by the Board, which must include, without limitation, the following words:

1. “Keep out of reach of children”;
2. “For use only by adults 21 years of age and older”;

NRS 678B.520 Requirements concerning cannabis products; exception for ready-to-consume cannabis products; additional duties of cannabis sales facility, cannabis production facility and cannabis consumption lounge; requirements and restrictions concerning advertising by cannabis establishment; local government not prohibited from adopting more restrictive regulations concerning advertising.

11. A cannabis establishment:

(e) Shall ensure that all advertising by the cannabis establishment contains such warnings as may be prescribed by the Board, which must include, without limitation, the following words:

- (1) “Keep out of reach of children”; and
- (2) “For use only by adults 21 years of age and older.”