COMPLIANCE GUIDE

Cannabis & CBD **Compliance**

A practical guide to advertising cannabis and CBD online.

Cannabis and CBD advertising rules vary by state and change often. This guide covers the guidelines we follow on every campaign, the creative rules for each product type, and a summary of state requirements.

WHAT WE APPLY TO EVERY CAMPAIGN

21+ age targeting

Every campaign targets adults 21 and older.

Approved inventory only

Ads only run on sites and apps approved for cannabis advertising.

Local targeting near tribal lands

Businesses on federally recognized tribal lands may follow different rules. If that's you, we'll target a radius or ZIP codes around your location.

> **Disclaimers or license numbers may be required** in Alaska, Arizona, California, Colorado, Connecticut, Maine, Maryland, Massachusetts, Michigan, Minnesota, Nevada, New Jersey, New Mexico, New York, Oregon, Rhode Island, Vermont, and Virginia.

CANNABIS

No price, address, or hours

Ads can't list prices, your address, or hours of operation.

No consumption

Ads can't show people using cannabis.

No health claims

Ads can't suggest cannabis cures any ailment, condition, or disease.

No appeal to minors

No young people, characters, or animals, real or cartoon. Strain names can't appeal to young people either.

Our network's creative rules may be stricter than state law. See our Alt Network Creative Guide for details.

CREATIVE IDEAS THAT WORK

Animated ads

Fit more into a small space, like a step-by-step look at ordering online.

Interactive ads

Use two calls to action, like "Learn more" for new customers and "Find a store" for regulars.

Video with QR codes

Create an emotional connection, and use a QR code to measure engagement.

CBD

Less than 0.3% THC

- No health claims. Keep messaging general, like "get relief," "find relaxation," or "rest easy."
- No young people, characters, or animals.
- Products can be shown, but names and packaging can't appeal to younger audiences.

More than 0.3% THC

Treated as a cannabis campaign. All cannabis rules apply.

SAMPLE DISCLAIMERS

Here are examples to help guide your disclaimers. They aren't guaranteed to meet every legal requirement, so check the current rules in your state.

General (most legal states)

"For use only by adults 21 and older. Keep out of reach of children. This product is not approved by the FDA and may pose health risks. Do not operate a vehicle or machinery under the influence."

California

"Cannabis products are only for use by adults 21 and older or qualified medical patients. Keep out of reach of children. Cannabis use while pregnant or breastfeeding may be harmful. Do not drive or operate machinery under the influence."

Colorado

"This product contains marijuana and is intended for use by adults 21 and older. Keep out of reach of children. Marijuana use may be addictive and have long-term adverse health effects. Use with caution."

Florida (medical use only)

"This product is for medical use only and may only be used by a qualifying patient. Use only as directed by a physician. Keep out of reach of children. This product has not been approved by the FDA."

Massachusetts

"This product has not been analyzed or approved by the FDA. It is not intended to diagnose, treat, cure, or prevent any disease. Use only as directed. Keep out of reach of children."

Nevada

"This is a marijuana product. Keep out of reach of children. For use only by adults 21 years of age and older. The intoxicating effects of marijuana may be delayed by two or more hours. Use responsibly."

New York

"Cannabis products are for use by individuals 21 years and older. Keep out of reach of children and pets. This product may impair your ability to drive or operate machinery. Consume responsibly."

Washington

"Warning: This product has intoxicating effects and may be habit-forming. Marijuana can impair concentration, coordination, and judgment. Keep out of reach of children."

Compliant and compelling.

We'll build a campaign and creative that follow the rules where you operate.

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STATE-BY-STATE SUMMARY

A quick summary of key advertising rules in states with legal cannabis markets. Rules change often, so always check the official regulations or talk to a legal expert.

Alaska
- Include warnings about impairment and health risks.
- No misleading claims and no targeting minors.
- No ads near schools or places minors are likely to be.

Arizona
- No claims that cannabis cures disease.
- Don't target or appeal to people under 21.

California
- Include warnings about health risks, intoxication, and keeping products away from children.
- At least 71.6% of the audience must be reasonably expected to be 21 or older.
- Include your state license number on ads.

Colorado
- No ads near schools or where minors are present.
- Include "For adults 21 and older" and impairment warnings.

Connecticut
- No misleading claims or promotions aimed at minors.
- Include disclaimers about lawful purchase and health risks.

Florida
- Medical use only; ads must target certified patients.
- Include "For medical use only" and impairment warnings.

Illinois
- State that cannabis is for adult use.
- Include impairment warnings and keep away from minors.

Massachusetts
- Include warnings about impairment and legal purchase.

Michigan
- Include health disclaimers and a statement that the product may impair driving.
- No ads within 1,000 feet of schools or places minors frequent.

Minnesota
- No false, misleading, or unverified health claims, and no promoting overconsumption.
- No images or phrases that appeal to minors, like cartoons, toys, or animals.
- Ads can't run where 30% or more of the audience is expected to be under 21.
- Location-based ads only for device owners 21 or older; no unsolicited pop-ups.

Nevada
- Warnings about delayed effects and impairment are required.
- No targeting minors and no ads near schools.

New York
- Clear warnings about health risks and legal age.
- Disclose that cannabis may impair coordination and judgment.

Oregon
- No promoting overconsumption or targeting minors.
- Health disclaimers and lawful-use warnings are required.

Washington
- No health claims that aren't backed by evidence.
- Specific warnings about impairment and adult use are required.

This summary is for general guidance only and reflects rules as of 2024. Max Media Digital can't provide legal advice. Please consult your legal team to make sure your ads follow all federal, state, and local laws.