



## Advertising Requirements and Compliance Obligations

December 16, 2025

Dear Licensee,

The Maryland Cannabis Administration (MCA) has enhanced its advertising education campaign and is providing you with comprehensive resources to support your understanding of advertising requirements and compliance obligations.

### Resources Available on the MCA Website:

The following materials are now published and accessible:

- Webinar Recording – Complete presentation on advertising policies and compliance requirements
- Interactive FAQs – Responses to frequently asked questions regarding advertising regulations
- Updated Regulatory Bulletins:
  - Branded Merchandise Bulletin
  - Medical and Therapeutic Claims Bulletin
  - Advertising Restrictions

### Action Required:

All licensees are expected to review these materials to ensure full understanding of the MCA's advertising rules and compliance expectations. These resources are designed to provide clarity and reduce regulatory violations.

### Access Information:

All materials are available [here](#).

For questions regarding advertising compliance, please email [mca.policy@maryland.gov](mailto:mca.policy@maryland.gov).

The MCA remains committed to providing clear guidance and supporting licensee compliance through transparency and accessible resources.

Sincerely,  
Maryland Cannabis Administration

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