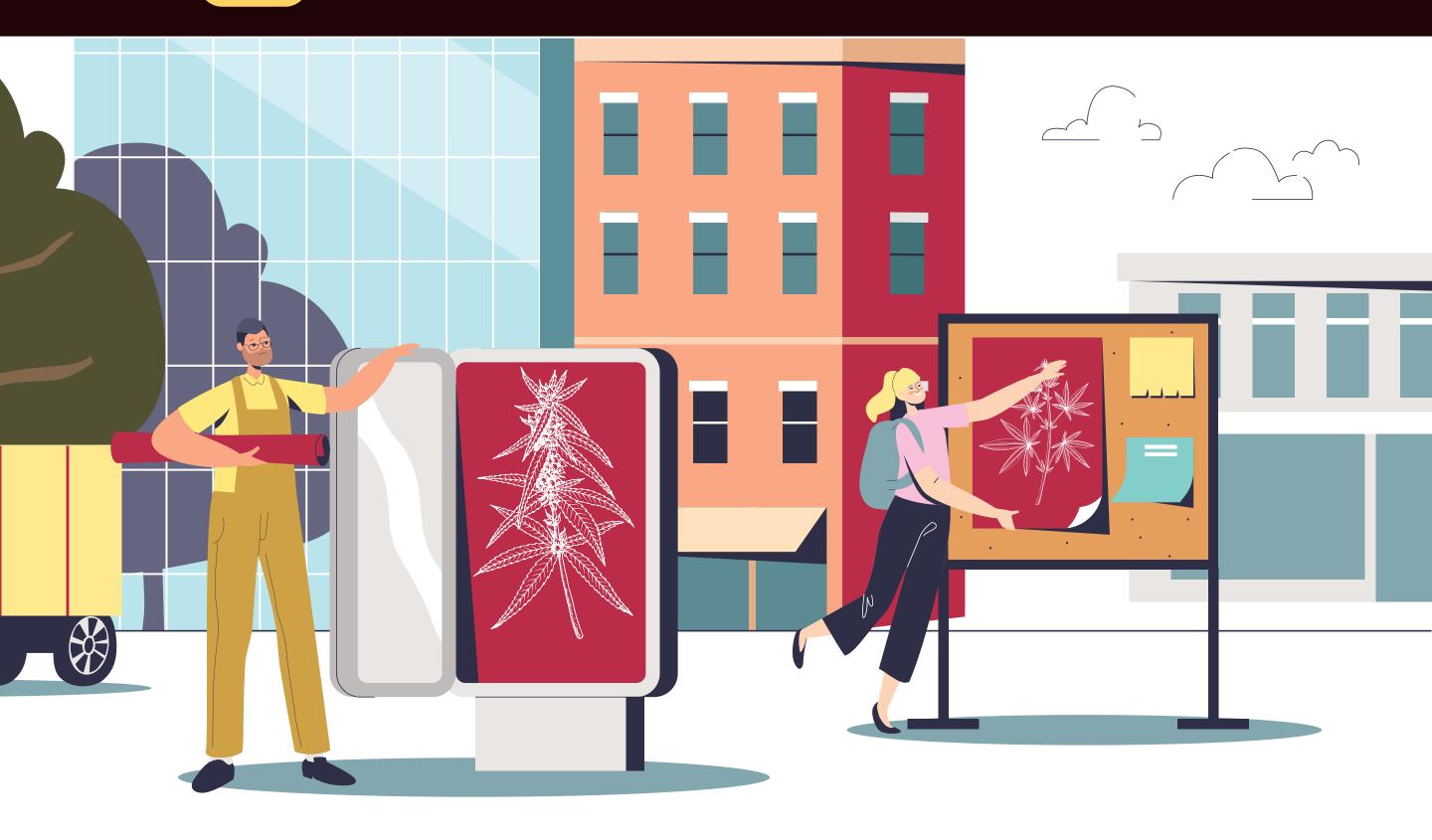


Advertising Policy FAQs

Click on each section to learn more about the Maryland Cannabis Administration's advertising policies for dispensaries





Can we have directional signage?



Yes, provided the signs do not contain websites, QR codes or other language. The sign can only be for identifying the entrance, drive through or pick up window to the public and must be on the licensed premises.





Can we display "Now Open" on exterior signage?



Yes, this identifies the business to the public.



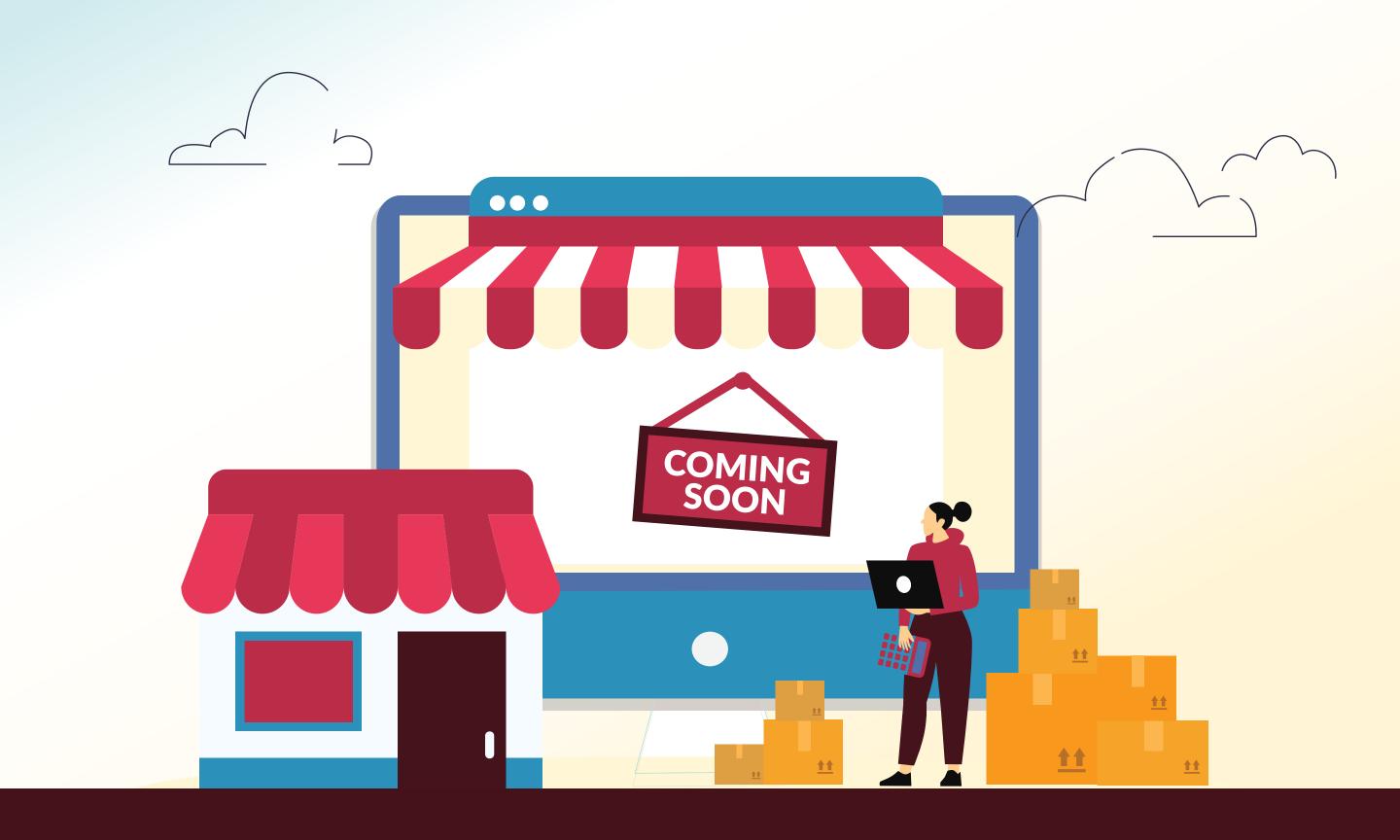


Is signage permitted outside?



Yes, signs that are on the premises are acceptable provided they serve the limited purpose of identifying the business to the public. Signs cannot be on the road or otherwise outside the licensed premises.





What does "Coming Soon" on signage mean?



"Coming Soon" is for a limited purpose of identifying a business to the public and is permitted.





Can we have pop up tents in the parking lot?



Yes, provided the tents do not have licensee logos or names on them. The only exception would be if the name/logo on the tent was of the licensee operating at the licensed premises and tent is for the purpose of identifying the business to the public.

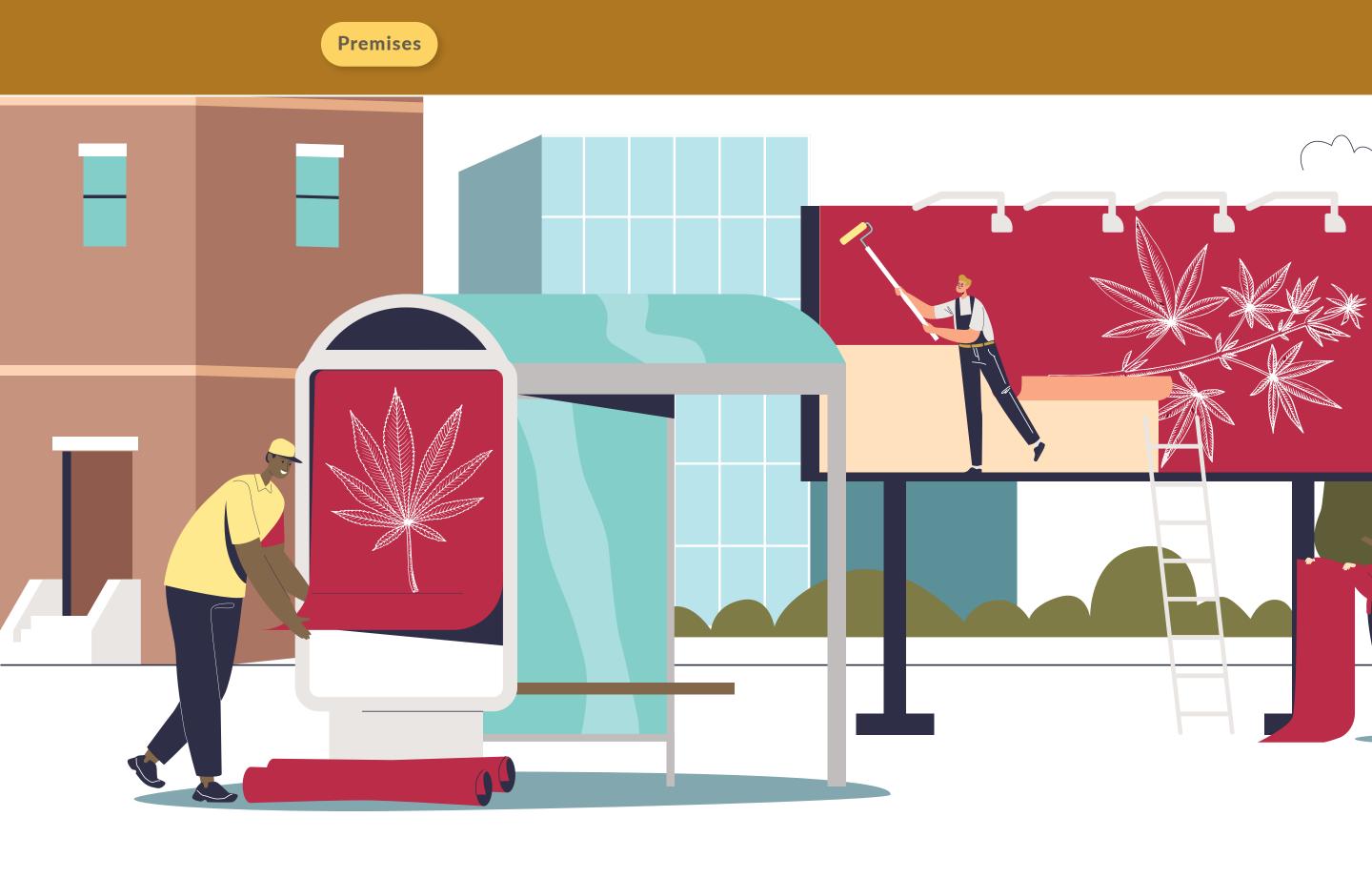




What are the premises and where do they end?



The premises are the licensee's building, windows, and adjacent parking lot. Sidewalks, roadways or other spaces that are not within the area between the building and the edge of the adjacent parking lot are not on the premises.

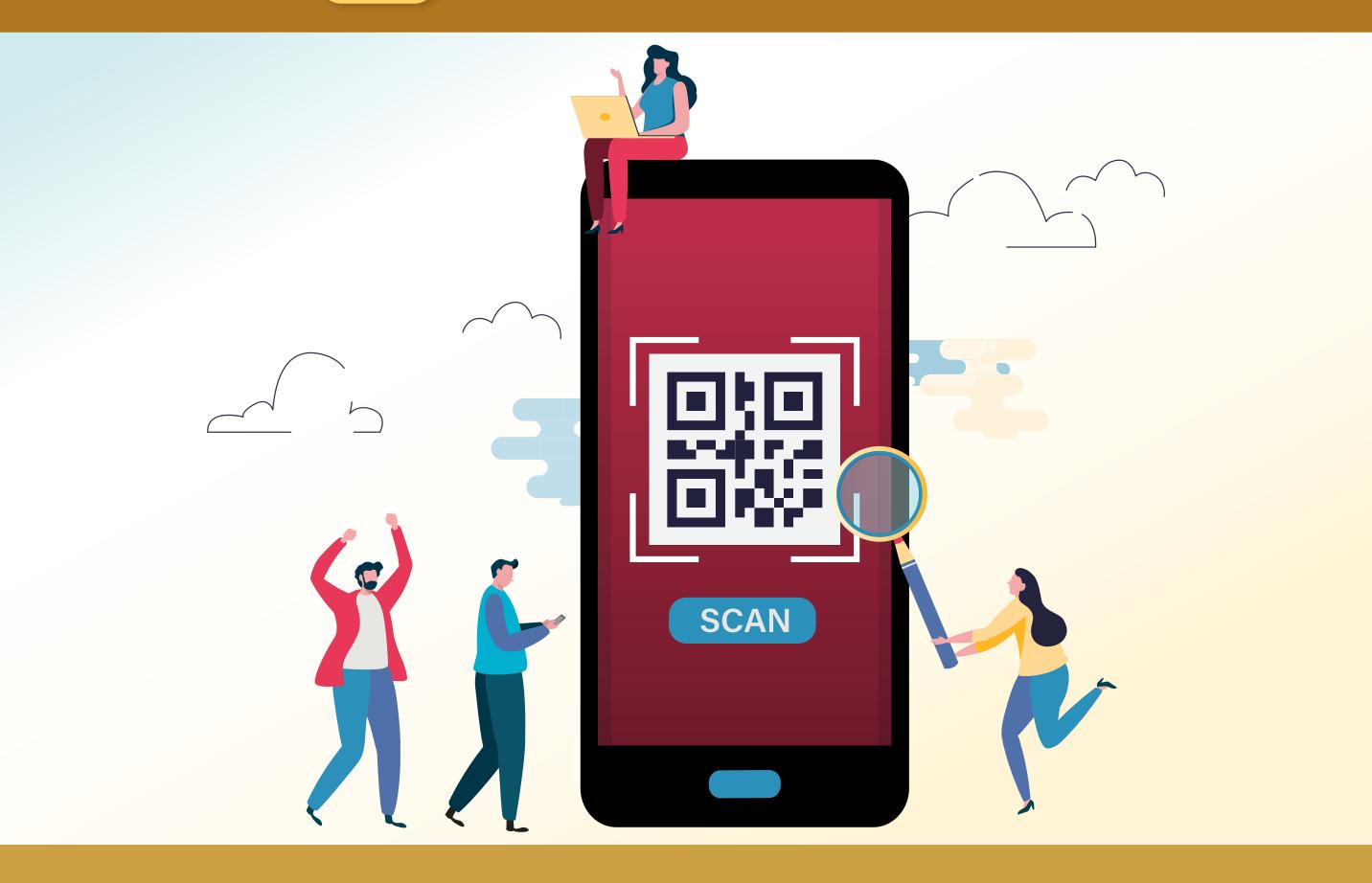


Can the website be displayed in publicly visible spaces?



No, the URL for a website may not be displayed in a publicly visible location if it contains any information other than serves to identify the dispensary (e.g., hours of operation). Displaying a website that contains product information or links to online ordering, for example, is an inducement to purchase cannabis.





Are QR codes permitted?



QR codes are not permitted on the exterior of licensed premises unless the QR code directs to only the name/logo, address and operating hours of the licensee as a separate website.





Can we print logos on exit bags?



Yes, as long as the materials printed on the bags otherwise complies with 36-903. (i.e., is not obscene, does not appeal to minors, does not display cannabis consumption or promote cannabis for use as an intoxicant. Same general rules as branded merchandise.





"County's First Cannabis Dispensary?"



The language "Cannabis Dispensary" identifies the business to the public. The language that makes a claim about other aspects of the business (i.e., who the owners are or whether it's the first or best in the county) does not identify the business to the public and is not permitted.





Are welcome messages or promoting charities advertisement?



Yes, this language does not identify the business to the public and is an advertisement because it is attempting to induce the sale of cannabis or cannabis products by generating goodwill toward the business.





Are holiday decorations advertisements?



Maybe, depends on other aspects of the decorations (logos, clothing, voices).

Decorations are likely not considered advertisements but may become advertisement if they contain names or logos.