



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?

Answer

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?**

Answer

**Yes, this identifies the
business to the public.**



Is signage permitted outside?

Answer

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?

Answer

“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?

Answer

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?

Answer

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?

Answer

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?

Answer

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?

Answer

**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.**



Can we say
“County’s First
Cannabis
Dispensary?”

Answer

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?**

Answer

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?

Answer

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.