

# Advertising Compliance Evaluation

NAME OF LICENSEE	COMPANY NAME	LICENSE NUMBER
ADDRESS	PHONE	EMAIL
BRAND NAME OF ADVERTISED PRODUCT	DESCRIPTION OF ADVERTISED PRODUCT	
MEDIA FOR AD (PRINT, ONLINE, ETC)		
\$250 FEE FOR AD REVIEW / APPROVAL Received __Yes __No	PAID (PAYMENT METHOD) __Check __Credit Card	PAYOR INFORMATION Name / Address / Account

## ADVERTISEMENT QUALIFICATIONS



### REQUIRED STATEMENTS

Does advertising legibly identify the responsible licensee?

Does advertisement state that:

- No one underage can use (retail)
- Product use is only for authorized patients (medical)
- There are health risks associated with consumption of cannabis
- There are additional health risks for pregnant and breast-feeding women

### PROHIBITED STATEMENTS



Does product label refrain from:

- making false or misleading statements
- making health, medical or disease claims
- promoting of excessive consumption
- encouraging underage consumption
- disparaging or degrading any race, gender, sexual orientation, minority or other group

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- using cartoon characters, toys, mascots, brand sponsorship, logo, animal or celebrity endorsement that targets underage persons
- encouraging driving while impaired
- encouraging driving across state lines

## AUDIENCE COMPOSITION

- Does brand owner refrain from publishing or advertising to an audience where underage people account for more than 15% of the audience?
- Does advertisement utilize a method of age affirmation to verify the recipient is not underage?
- Does advertisement refrain from targeting out-of-state consumers?
- Does add refrain from offering gifts in exchange for proofs purchase?

## DIGITAL ADVERTISING

- Does advertiser's web page employ a neutral age-screening mechanism before allowing access to website?
- Does advertiser refrain from advertising through pop-up ads?
- Does advertiser refrain from directing ads to location-based devices like cell phones unless there is confirmation recipient is not underage?

## EVENT SPONSORSHIP

- Does advertiser refrain from sponsoring events targeting under-age persons?

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Reserved for Cannabis Control Board Use:	Name of Reviewer	Comments
<input type="checkbox"/> Approved	<input type="checkbox"/> Disapproved	<input type="checkbox"/> Approved with Conditional Statement

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