

7 VSA 864		Board Rule 2.2.11	Citations:	Guidance
Is It Advertising?	YES	Any publicly viewable written or verbal materials meant to induce the sale of cannabis or cannabis products Window displays, sandwich boards, or other outdoor signs		
	NO	Product label on cannabis or cannabis product Editorial or other news article/segment, so long as no money was paid by the cannabis establishment for the feature Educational or instructional material that does not otherwise encourage a member of the public to make a purchase Signs on the premises of the cannabis establishment, intended solely to identify the location of the establishment, such as <i>directional</i> sandwich boards		
Avoids appealing to anyone under 21	People depicted appear over the age of 21			
	Does not use cartoons, images, objects, or characters marketed to children and under 21			
	Disallowed imagery and/or statements:	Animals or inanimate objects with human-like or child-like features		
		Statements or other phrases which would appeal to children and those under the age of 21		
		Humans with child-like or comically exaggerated features		
		Humans, animals, or inanimate objects with superhuman or fantasy abilities or features		
		Prominently features candy or other food imagery that would disproportionately appeal to children		
Fonts that would disproportionately appeal to children, especially when paired with one of the other disallowed imagery criteria				
Avoids false, untrue, or misleading claims	Imagery with overly bright or saturated color schemes, especially when paired with with one of the other disallowed imagery criteria			
	Avoids claims of curative effects			
	Avoids associating the use of cannabis with improved physical or physiological performance			
	Avoids associating the use of cannabis with a generally improved lifestyle			
Avoids advertising or marketing materials that closely resemble something that is trademarked				
Avoids promoting overconsumption				
Avoids offering free samples of cannabis or cannabis products				
Avoids offering any kind of prize, award, or other inducement of sale	Notes:	Disallowed inducement of sale example: Free hoodie with purchase of XYZ pre-roll pack, loyalty programs Normal price discounts ("sales") are allowed		
Provides reliable, independently verifiable, and current data to show that less than 15% of the audience the ad will reach is under the age of 21	Note on outdoor advertisements:	Audience will be assumed to be the general public, with a higher than 15% concentration of people under the age of 21. Outdoor ads are not allowed unless the advertiser can show that the outdoor space is not accessible by the general public, and can provide reliable, verifiable, and current data to show audience composition.		
	Note on window displays:	Window displays of cannabis, cannabis products, or cannabis paraphernalia are considered advertisements under Board Rule. The audience is assumed to be the general public. They are disallowed unless a business can show their display meets the same criteria as outdoor advertisements		
Advertisement contains CCB health warnings found on Guidance page				
Advertisement accurately reflects the product being sold by the cannabis establishment, and must not contain inaccurate information about the product (eg: incorrect THC content or				
Notes on Social Media and Websites	Is the Social Media post an advertisement? If No: Does not require further CCB review & approval.			
	Websites and all social media posts must comply with general advertising restrictions (appealing to those under 21, using false or Website is age-gated			
	Social media posts may only promote products through links to their age-gated website			