



# INTRODUCTION TO ADVERTISING

## FIRST THINGS FIRST...

### ADVERTISING DEFINITION

ANY PUBLICLY WRITTEN OR VIEWABLE MATERIALS THAT ARE MEANT TO INDUCE THE SALE OF CANNABIS CAN BE CONSIDERED AN ADVERTISEMENT. THIS INCLUDES WINDOW DISPLAYS OR OTHER OUTDOOR SIGNS THAT ARE NOT PURELY DIRECTIONAL

### ALL ADS MUST BE APPROVED BY CCB

EMAIL [CCB.ADVERTISING@VERMONT.GOV](mailto:CCB.ADVERTISING@VERMONT.GOV) WITH A PROOF OF YOUR AD BEFORE IT IS PUBLISHED, ALONG WITH ANY OTHER SUPPORTING DOCUMENTS OR DATA.

## WHAT MAKES AN AD COMPLIANT?

**01** MUST SUBMIT **INDEPENDENTLY VERIFIABLE, RELIABLE, AND CURRENT DATA** TO SHOW THAT **NO MORE THAN 15% OF THE AD'S AUDIENCE** IS UNDER THE AGE OF 21.

**02** THE CONTENT OF THE AD **CANNOT BE DISPROPORTIONATELY APPEALING TO THOSE UNDER THE AGE OF 21.**

**03** THE AD **CANNOT PROMOTE OVER-CONSUMPTION.**

**04** THE AD **MUST CONTAIN THE HEALTH WARNING LABEL** DEVELOPED BY THE CANNABIS CONTROL BOARD.

**05** THE AD **CANNOT CONTAIN ANY OFFERS OF PRIZES, AWARDS, GIVEAWAYS, OR OTHER INDUCEMENTS OF SALE.** REGULAR PRICE DISCOUNTS ("SALES") ARE ALLOWED.

**06** THE AD **CANNOT INCLUDE ANY FALSE, UNTRUE, OR MISLEADING CLAIMS.** THIS INCLUDES CLAIMS OF CURATIVE OR OTHER HEALTH BENEFITS.

**CANNABIS ESTABLISHMENTS MAY MAINTAIN SOCIAL MEDIA ACCOUNTS. POSTS MAY COUNT AS ADS THAT NEED APPROVAL, DEPENDING ON THEIR CONTENT. EMAIL [CCB.ADVERTISING@VERMONT.GOV](mailto:CCB.ADVERTISING@VERMONT.GOV) WITH QUESTIONS.**