



MARYLAND
MMCC

Natalie M. LaPrade
Maryland Medical Cannabis Commission

Larry Hogan, Governor • Boyd Rutherford, Lt. Governor • Robert Neall, Secretary

10.62.36.01 Advertising Restrictions

*A. No grower, processor, dispensary, independent testing laboratory, or **third-party vendor** authorized by the Commission may place or maintain, or cause to be placed or maintained, an advertisement for medical cannabis, medical cannabis products, or **medical cannabis-related services** on:*

(1) Radio, television, or a billboard;

(2) A print publication, unless at least 85 percent of the audience is reasonably expected to be 18 years of age or older, as determined by reliable and current audience composition data;

(3) Public property;

(4) A handbill, leaflet, or flyer directly handed, deposited, fastened, or otherwise distributed on:

(a) Public property; or

(b) Private property without the consent of the owner; or

*(5) Any website, mobile application, social media, or other electronic communication that fails to **employ a neutral age-screening mechanism** that the user is at least 18 years of age, **including an age-gate, age-screen, or age-verification mechanism.***

B. Certifying Provider.

(1) A certifying provider may advertise the certifying provider's ability to certify a qualifying patient to receive medical cannabis.

*(2) An advertisement by a certifying provider shall comply with **COMAR 10.32.01.13(b).***

*C. An advertisement for a grower, processor, dispensary, independent testing laboratory, certifying provider, or **third-party vendor** may not make any statement*

that is false or misleading in any material way or is otherwise a violation of Commercial Law Article, §§ 13-301–13-320, Annotated Code of Maryland.

D. All advertising for medical cannabis or medical cannabis products shall include:

- (1) A statement that the product is for use only by a qualifying patient;*
- (2) A warning that there may be health risks associated with consumption of the medical cannabis or medical cannabis product; and*
- (3) Any other warnings required by the commission.*

Bold = newly proposed language