



**MEDICAL CANNABIS ADVERTISING GUIDE**

*Health-General Article, §13-3313.1, Annotated Code of Maryland*

**General Advertising Requirements:**

For Growers, Processors, Dispensaries, Independent Testing Laboratories, Certifying Providers, & Third-Party Vendors

<p><b>All Advertising:</b>  <b>DO</b> include a statement that medical cannabis products are for use <b>only</b> by a certified patient</p> <p><b>Medical &amp; Therapeutic Claims:</b>  <b>DO</b> make medical or therapeutic claims only when supported by substantial clinical evidence  <b>DO</b> include information on side effects and risks</p> <p><b>Websites:</b>  <b>DO</b> use an age-screening mechanism (18+)</p> <p><b>Social Media &amp; Mobile Apps:</b>  <b>DO</b> include notifications that:      ✓ A person must be at least 18+ to view the content      ✓ Cannabis use is only for certified patients</p> <p><b>Product Packaging:</b>  <b>DO</b> include the following statements:      ✓ Consumption of medical cannabis may impair your ability to drive a car or operate machinery. Please use extreme caution      ✓ There may be health risks associated with cannabis use, especially during pregnancy or breast-feeding      ✓ This package contains cannabis. Keep out of the reach of children and animals</p>	<p><b>All Advertising:</b>  <b>DO NOT</b> make false or misleading statements</p> <p><b>DO NOT</b> use designs or pictures that:</p> <ul style="list-style-type: none"> <li>✗ Encourage recreational use of cannabis</li> <li>✗ Target minors (Cartoons, mascots)</li> <li>✗ Display use of cannabis (Smoking, vaping)</li> <li>✗ Are obscene</li> </ul> <p><b>SIGNAGE:</b>  <b>DO NOT</b> place ads within 500 feet of a:</p> <ul style="list-style-type: none"> <li>✗ School</li> <li>✗ Licensed Child Care Facility (<i>including registered home child care centers</i>)</li> <li>✗ Substance Abuse or Treatment Facility</li> <li>✗ Library or Recreation Center</li> <li>✗ Public park or Playground</li> </ul> <p>(This does not apply to ads placed on property owned or leased by a grower, processor, or dispensary)</p> <p><b>Product Packaging:</b>  <b>DO NOT</b> use labels or packaging that:</p> <ul style="list-style-type: none"> <li>✗ Resembles commercially available food or candy</li> <li>✗ Contain statements or designs suggesting the product is anything other than medical cannabis</li> <li>✗ Contain logos that suggest the product has been endorsed by another state or agency</li> </ul>

**For additional information, please see Advertising FAQ's**