# 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

<table>
<thead>
<tr>
<th>All Advertising:</th>
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<tbody>
<tr>
<td>DO include a statement that medical cannabis products are for use only by a certified patient</td>
<td>DO NOT make false or misleading statements</td>
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### Medical & Therapeutic Claims:

- DO make medical or therapeutic claims only when supported by substantial clinical evidence
- DO include information on side effects and risks

### Websites:

- DO use an age-screening mechanism (18+)

### Social Media & Mobile Apps:

- DO include notifications that:
  - ✓ A person must be at least 18+ to view the content
  - ✓ Cannabis use is only for certified patients

### Product Packaging:

- DO 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

### All Advertising:

- **DO**
  - DO NOT place ads within 500 feet of a:
    - School
    - Licensed Child Care Facility *(including registered home child care centers)*
    - Substance Abuse or Treatment Facility
    - Library or Recreation Center
    - Public park or Playground
    (This does not apply to ads placed on property owned or leased by a grower, processor, or dispensary)

- **DO NOT** use labels or packaging that:
  - ✓ Resembles commercially available food or candy
  - ✓ Contain statements or designs suggesting the product is anything other than medical cannabis
  - ✓ Contain logos that suggest the product has been endorsed by another state or agency

For additional information, please see Advertising FAQ's