

NACB ADVERTISING CHECKLIST

REQUIRED STATEMENTS

- Does your advertising legibly identify the responsible licensee?
- Does your advertising state that:
 - No one underage can use (retail)
 - Product use is only for authorized patients (medical)
 - There are health risks associated with consumption of cannabis
 - There are additional health risks for pregnant and breast-feeding women

PROHIBITED STATEMENTS

- Does your product label refrain from:
 - making false or misleading statements
 - making health, medical or disease claims
 - promoting of excessive consumption
 - promoting safety because of state licensing regulation
 - promoting non-medical use in only medical use state
 - encouraging underage consumption
 - disparaging or degrading any race, gender, sexual orientation, minority or other group
 - using cartoon characters, toys, mascots, brand sponsorship, logo, animal or celebrity endorsement that targets underage persons
 - encouraging driving while impaired
 - encouraging driving across state lines

AUDIENCE COMPOSITION

- Do you refrain from publishing or advertising to an audience of underage people more than 15%?
- Does your advertising utilize a method of age affirmation to verify the recipient is not underage?
- Does your advertising refrain from targeting people out of state?
- Do you refrain from advertising on public transit or shelters?
- Do you refrain from offering gifts in exchange for proofs of purchase?

DIGITAL ADVERTISING

- Does your web page employ a neutral age-screening mechanism before allowing access to website?
- Do you refrain from advertising through pop-up ads?
- Do you refrain from directing ads to location-based devices like cell phones unless confirm not underage and an opt-out feature?

EVENT SPONSORSHIP

- Do you refrain from sponsoring events targeting under age persons?