



Ohio Administrative Code Rule 1301:18-4-22 Advertising.

Effective: January 15, 2026

The state of Ohio has a compelling state interest to ensure that any advertisement, or marketing campaign related to cannabis, does not encourage or promote excessive use, intoxication, overconsumption, or use of cannabis in a manner not authorized by this chapter and Chapter 3780. of the Revised Code, and is not attractive to children.

(A) No licensee shall create, use, or disseminate, or cause to be created, used, or disseminated, an advertisement that is any of the following:

(1) False or misleading;

(2) Obscene or indecent;

(3) Attractive to children;

(4) Includes any image or text referencing or resembling a cartoon character, fictional character, or pop culture icon whose target audience is children or youth;

(5) Encourages the consumption of cannabis in a manner that leads to excessive use, intoxication, overconsumption, or in combination or conjunction with other intoxicants, illegal substances, or in a method not otherwise authorized by division 1301:18 of the Administrative Code;

(6) Contains a depiction of cannabis consumption or administration;

(7) A departure from the cannabis registered name, including, slang terms, and similar references;

(8) Disparaging to a competitor's products;

(9) Contains a health-related statement;



- (10) Suggests, or otherwise indicates, that the advertisement has been approved or endorsed by the division of cannabis control, the state of Ohio or any person or entity associated with the state of Ohio, or any other person without their consent;
- (11) Violates state of Ohio or federal trademark or copyright law; or
- (12) Otherwise violates any provision of Chapters 3780. and 3796. of the Revised Code or the rules promulgated pursuant to Chapters 3780. and 3796. of the Revised Code.

(B) No licensee shall place or maintain, or cause to be placed or maintained, an advertisement for cannabis, whether medical or adult-use, cannabis products, or cannabis-related paraphernalia, in any form or through any of the following medium:

- (1) On a medium with a high likelihood of reaching persons under the age of eighteen;
- (2) Within five hundred feet of the end boundaries of a parcel of real estate having situated on it a prohibited facility, a community addiction services provider as defined under section 5119.01 of the Revised Code, a game arcade admission to which is not restricted to persons aged twenty-one years or older, or any other location where the placement of the advertisement targets or is attractive to children, as determined by the division of cannabis control;
- (3) On a billboard;
- (4) On a radio or television broadcast or internet programming;
- (5) Left upon any private property without the consent of the property owner;
- (6) On or in a public transit vehicle or public transit shelter;
- (7) On or in a stadium or arena;
- (8) On or in a publicly owned or operated property; or



(9) At any scheduled event, which includes conferences, trade shows, or similar events, which a licensee plans to attend, participate, or sponsor, whether it be educational or otherwise, unless the licensee provides written notification to the division of its intent to attend at least ten business days prior to the event.

(C) No licensee shall market, distribute, offer, sell, license, or cause to be marketed, distributed, offered, sold, or licensed any merchandise related to any entity licensed under this chapter, cannabis, or cannabis paraphernalia, to an individual under twenty-one years of age.

(D) A licensee may develop a website or otherwise establish a web presence advertising the name, business address, contact information, and services provided by the licensee which prominently and conspicuously displays the division of cannabis control seal and requires age affirmation of at least eighteen years of age by registered patients and at least twenty-one years of age by adult-use consumers, before gaining access to licensee's website.

A licensee operating a website shall not do any of the following:

(1) Provide a medium for website users to transmit website content to individuals under the age of eighteen to registered patients or under the age of twenty-one for consumers; and

(2) Display or otherwise post content that violates Chapter 3780. or 3796. of the Revised Code. or rules in this division.

(E) For the purposes of identifying the location of a licensee, a licensee may utilize a sign that is located within the external boundaries of the parcel of real estate or may utilize a monument sign or other trade fixture associated with the leased or owned premises.

(F) A licensee may photograph, record, or create other media depicting the licensed premises so long as the licensee ensures:

(1) The confidentiality of all patients, caregivers, and adult-use consumers;



- (2) No media compromises the safety and security of the licensed premises; and
- (3) Unless authorized by the division, the media will not depict any secure, limited access area.

(G) No licensee shall license, encourage, or otherwise authorize any affiliated or third party to use or advertise in a manner prohibited by division 1301:18 of the Administrative Code.

(H) Each licensee is to ensure all advertising contains the following as prescribed by the division:

- (1) Unless otherwise provided in paragraph (I) of this rule, the universal THC symbol, outlined in a contrasting color than the surface or background upon which it is placed to ensure it is clearly visible; and
- (2) Unless otherwise provided in paragraph (J) of this rule, the division of cannabis control seal.
- (3) If an advertisement depicts any cannabis packaging or labeling, it must depict the THC and division seal accurately, and in the precise location displayed on the respective packaging and labeling presented in the advertisement.

(I) The THC symbol is not required to be depicted unless the advertisement is on, or is a depiction of, a container, package, device or other medium which is capable of storing cannabis.

(J) The division of cannabis control seal is not required to be placed on wearable merchandise.

(K) Should the division determine that a licensee's advertisement violates any of the regulations outlined under this chapter, the division may:

- (1) Require a specific disclosure be made in the advertisement in a clear and conspicuous manner if the advertisement would be false or misleading without such a disclosure;
- (2) Make recommendations with respect to changes that are necessary to protect the public health, safety, and welfare;



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- (3) Prohibit the use of the advertisement; or
- (4) Investigate and proceed with any action as permitted by Chapter 1301:18-9 of the Administrative Code.