



## Ohio Revised Code

### Section 3796.32

Effective: March 20, 2026

Legislation: Senate Bill 56

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(A) The division of cannabis control may adopt rules regulating the advertisement of adult-use marijuana and medical marijuana to prevent advertisements that are false, misleading, targeted to minors, attractive to minors, promote excessive use, promote illegal activity, are obscene or indecent, contain depictions of marijuana use, or promote marijuana as an intoxicant.

(B) Any rules the division adopts regulating the advertisement of adult-use marijuana shall be at least as stringent as the most stringent federal or state laws or rules governing the advertisement of tobacco or alcohol.

(C) The division may, at any time, conduct an audit of an applicant's or license holder's published advertisements to ensure that the applicant or license holder complies with this chapter and associated rules.

(D) Adult-use marijuana or medical marijuana shall not be packaged, advertised, or otherwise marketed using any graphic, picture, or drawing that bears any resemblance to a cartoon character, or any fictional character or popular culture figure whose target audience is children or youth.

(E) No person shall place or maintain, or caused to be placed or maintained, an advertisement that asserts or suggests that adult-use marijuana has any health or therapeutic benefits.

(F)(1) Subject to division (F)(2) of this section, no person shall place or maintain, or cause to be placed or maintained, an advertisement for medical or adult-use marijuana within five hundred feet of the boundaries of a parcel of real estate having situated on it a school, church, public library, public playground, or public park.

(2) Division (F)(1) of this section does not apply to signage on the facility of a license holder.

(G)(1) No person shall advertise medical or adult-use marijuana using names, logos, signs, or



materials that have not been submitted to, and approved by, the division in accordance with rules adopted under this section.

(2) The division shall either approve or deny such names, logos, signs, or materials within twenty-one business days after receiving the submission.

(3) If the division does not deny a submission within twenty-one business days, the submitted names, logos, signs, or materials shall be considered approved.

(H) If the division determines that a person has violated this section or any rule adopted in accordance with this section, the division may require the person to stop using the advertisement or proceed with any enforcement action it deems necessary or proper, as outlined in this chapter and associated rules.