**RCW**[**69.50.369**](http://app.leg.wa.gov/RCW/default.aspx?cite=69.50.369)

**Cannabis producers, processors, researchers, retailers—Advertisements—Rules—Penalty.**

(1) No licensed cannabis producer, processor, researcher, or retailer may place or maintain, or cause to be placed or maintained, any sign or other advertisement for a cannabis business or cannabis product, including useable cannabis, cannabis concentrates, or cannabis-infused product, in any form within one thousand feet of the perimeter of a school grounds, playground, recreation center or facility, child care center, public park, or library, or any game arcade which allows admittance of persons under the age of twenty-one. (2) Except for the use of trade name signs and billboards as authorized under this section, licensed cannabis retailers may not display any advertising outside of the licensed premises, other than three signs, except cannabis retailers holding a medical cannabis endorsement in good standing with rules adopted by the board may display two additional advertisements on the licensed building specifically advertising the availability of products designated for medical cannabis use for qualifying patients as defined in RCW 69.51A. .

(a) For purposes of this section, licensed premises shall mean the physical location of the licensed facility and the area within the perimeter of the established land parcel.

(b) Each advertisement must be no larger than one thousand six hundred square inches and be affixed or hanging in the windows or affixed on the outside of the premises that are visible to the public from the public right of way.

(c) Trade name signs must be permanently affixed to the licensed location.

(i) The term "trade name" shall be defined as the name as it appears on the license issued to the licensee.

(ii) Trade name signs must not exceed seven thousand square inches in size.

(iii) Trade name signs may only reflect the trade name of the licensed business and may not contain cannabis products or product brand names.

(iv) Only one trade name sign may be present on each side of the licensed premises.

(A) Each licensed location may additionally display a trade name in one, single or double sided, monument or pylon sign.

(i) Pylon signs may not exceed 40 feet in height, measured from the ground to the top of the sign.

(ii) Pylon and monument signs must be located within the perimeter of the established land parcel where the licensed business is located.

(d) Sign, advertising, and billboard content involving cannabis trade names, licensee information, and nature of business are prohibited if the content portrays:

(i) Alcohol or its use

(ii) Tobacco or nicotine or its use

(iii) Any association with a motor vehicle or operation of a motor vehicle

(e) Advertising in any business licensed by the board under RCW title 66, RCW 70.345, RCW 82.24 or RCW 82.26 is prohibited.

(f) The location and content of the retail cannabis signs authorized under this subsection are subject to all other requirements and restrictions established in this section for indoor signs, outdoor signs, and other cannabis-related advertising methods.

(3) A cannabis licensee may not utilize transit advertisements for the purpose of advertising its business or product line. "Transit advertisements" means advertising on or within private or public vehicles and all advertisements placed at, on, or within any bus stop, taxi stand, transportation waiting area, train station, airport, or any similar transit-related location.

(4) A cannabis licensee may not engage in advertising or other marketing practice that specifically targets persons residing outside of the state of Washington.

(5) Any advertisement for a cannabis business or cannabis products, regardless of the form or medium used, must contain text indicating only persons twenty-one years of age or older may purchase or possess cannabis products,, and text must be of a reasonable size to be easily read by consumers. This subsection does not apply to trade name signs.

(6) A cannabis licensee may not:

(a) Take any action, directly or indirectly, to target youth in the advertising, promotion, or marketing of cannabis and cannabis products, or take any action the primary purpose of which is to initiate, maintain, or increase the incidence of youth use of cannabis or cannabis products;

(b) Use objects such as toys or inflatables, movie or cartoon characters, or any other depiction or image likely to be appealing to persons under 21 years of age, where such objects, images, or depictions indicate an intent to cause youth to become interested in the purchase or consumption of cannabis products; or

(c) Use or employ a commercial mascot outside of, and in proximity to, a licensed cannabis business. A "commercial mascot" means live human being, animal, or mechanical device used for attracting the attention of motorists and passersby so as to make them aware of cannabis products or the presence of a cannabis business. Commercial mascots include, but are not limited to, inflatable tube displays, persons in costume, or wearing, holding, or spinning a sign with a cannabis-related commercial message or image, where the intent is to draw attention to a cannabis business or its products.

(d) Advertise, offer for sale, or sell cannabis at less than acquisition cost. The provisions of this section shall not apply to any sales made for product that is designated for medical cannabis use for qualifying patients as defined in RCW 69.51A.010.

(7) A cannabis licensee that engages in outdoor advertising is subject to the advertising requirements and restrictions set forth in this subsection (7) and elsewhere in this chapter.

(a) All outdoor advertising signs, including billboards, are limited to text that identifies the retail outlet by the licensee's business or trade name, states the location of the business, and identifies the type or nature of the business. Such signs may not contain any depictions of cannabis plants, cannabis products, or images that might be appealing to children. The board is granted rule-making authority to regulate the text and images that are permissible on outdoor advertising. Such rule making must be consistent with other administrative rules generally applicable to the advertising of cannabis businesses and products.

(b) Outdoor advertising is prohibited:

(i) On signs and placards in arenas, stadiums, shopping malls, fairs that receive state allocations, farmers markets, and video game arcades, whether any of the foregoing are open air or enclosed, but not including any such sign or placard located in any age-restricted area classified by the board as off-limits to any person under the age of twenty-one years; and

(ii) Billboards that are visible from any street, road, highway, right-of-way, or public parking area are prohibited, except as provided in (c) of this subsection.

(c) Licensed retail outlets may use a billboard or outdoor sign solely for the purpose of identifying the name of the business, the nature of the business, and providing the public with directional information to the licensed retail outlet. Billboard advertising is subject to the same requirements and restrictions as set forth in (a) of this subsection.

(i) Billboards must be no closer than 1000 feet, measured in a straight line, from the main entrance of the licensed business

(d) Advertising signs within the premises of a retail cannabis business outlet that are clearly visible to the public from outside the premises must meet the signage regulations and requirements applicable to outdoor signs as set forth in this section.

(e) The restrictions and regulations applicable to outdoor advertising under this section are not applicable to:

(i) An advertisement inside a licensed retail establishment that sells cannabis products that is not placed on the inside surface of a window facing outward; or

(ii) An outdoor advertisement at the site of an event to be held in any area classified by the board as off-limits to any person under the age of twenty-one years of age that is placed at such site during the period the facility or enclosed area is classified as age restrict by the board, but in no event more than fourteen days before the event, and that does not advertise any cannabis product other than by using a brand name to identify the event.

(8) Placement of products within a retail outlet is not advertising for the purposes of this section.

(9) "Adopt-a-Highway" signs erected by the Washington state department of transportation under a current valid sponsorship with the department of transportation are not considered advertising for purposes.

(10) This section does not apply to a noncommercial message.

(11)(a) The board must:

(i) Adopt rules implementing this section and specifically including provisions regulating the billboards and outdoor signs authorized under this section; and

The rules must establish escalating penalties including fines and up to suspension or revocation of a cannabis license for subsequent violations.

(b) Fines collected under this subsection must be deposited into the dedicated cannabis account created under RCW [**69.50.530**](http://app.leg.wa.gov/RCW/default.aspx?cite=69.50.530).

(12) A city, town, or county may adopt rules of outdoor advertising by licensed cannabis retailers that are more restrictive than the advertising restrictions imposed under this chapter. Enforcement of restrictions to advertising by a city, town, or county is the responsibility of the city, town, or county.