



**Revised Advertising Rules – Effective April 3, 2010**

Effective April 3, 2010, new and revised alcohol advertising regulations restrict the number and size of outdoor alcohol advertising at all liquor-licensed retail businesses statewide. The rules were adopted March 3, 2010 by the Washington State Liquor Control Board (WSLCB).

The new rules apply to any business or organization with a retail liquor license including stores, bars, taverns and restaurants in Washington. The new rules include four key elements:

**1. Four Sign Limit.**

- Limits to four the number of signs advertising alcohol brand names and manufacturers that are affixed or hanging in the window or on the outside of the premises visible from the right of way.
  - The rule does not apply to the business trade name or neon or other signs inside the premises that are visible from the outside but intended to reach inside patrons.
  - Signs that do not list manufacturer or brand are not included in the sign limit. For example, “happy hour well drinks \$1.50.”

**2. 1,600 Square Inch Limit.**

- Restricting the size of alcohol signs visible from the outside of retail licensed premises to 1,600 square inches (equivalent to 32” x 50”).

**3. 500’ Distance Limit.**

- Specifies the distance from schools, places of worship, playgrounds or athletic fields where advertising is allowed by replacing the former term “close proximity” with the new “500 feet.”
  - Ads are allowed within 500’ if neither the administrative body nor local authority objects.
  - The 500’ limit applies to signs (billboards, etc.); it does not include licensed premises.

**4. Rules Apply to Civic Events** (Such as Lakefair, Seafair or Bloomsday)

- The rules apply to signs at civic events where alcohol is served, such as beer gardens.
- The rules also clarify state law regarding sponsorships at civic events. For example, Manufacturers/Distributors can pay the organizer of the event (Capital Lakefair, Inc.) a sponsorship fee but can’t pay a nonprofit special occasion licensee or sponsor a beer garden or wine tasting. A separate nonprofit special occasion licensee (Firefighters Assoc., etc.) must hold the special occasion liquor license at the event for the organizer to receive sponsorship fees.

**More Information**

For a description of the rule revisions in their entirety, please visit the [Laws and Rules](#) section of the WSLCB Web site at [www.liq.wa.gov](http://www.liq.wa.gov).