



**Washington State
Liquor and Cannabis Board**

Date: March 4, 2026

To: Jim Vollendroff, Board Chair
Ollie Garrett, Board Member
Pete Holmes, Board Member

From: Jeff Kildahl, Policy and Rules Coordinator

Copy: Will Lukela, Agency Director
Toni Hood, Agency Deputy Director
Becky Smith, Director of Licensing and Regulations
Lawrence Grant, Director of Enforcement and Education
Justin Nordhorn, Policy and External Affairs Director
Kevin Walder, Policy and Rules Manager

Subject: **Board approval of proposed rules (CR 102) regarding cannabis advertising**

The Director’s Office requests approval to file a rule proposal (CR 102) to amend existing rules to as described in the CR 102 Memorandum attached to this order and presented at the Board meeting on Mach 4, 2026. If approved for filing, the tentative timeline for this rule proposal is as follows:

March 4, 2026	Board is asked to approve filing proposed rules (CR 102). CR 102 filed with the Office of the Code Reviser. LCB webpage updated, and notice circulated by GovDelivery distribution list. Formal comment period begins.
March 18, 2026	Notice published in the Washington State Register under WSR 26-06.
April 23, 2026	Public hearing held and formal comment period ends.
May 6, 2026	Board is asked to adopt rules if no substantive changes are made (CR 103). Concise Explanatory Statement provided to individuals who offered written or oral comment at the public hearing or during the formal comment period, consistent with RCW 34.05.325. CR 103 and adopted rules are filed with the Office of the Code Reviser.

	LCB webpage updated, and notice circulated by GovDelivery distribution list.
June 6, 2026	Rules are effective 31 days after filing, unless otherwise specified. See RCW 34.05.380(2).

Approve Disapprove _____
 Jim Vollendroff, Board Chair _____
 Date

Approve Disapprove _____
 Ollie Garrett, Board Member _____
 Date

Approve Disapprove _____
 Pete Holmes, Board Member _____
 Date

Attachment: CR 102 Memorandum



CR 102 Memorandum

Regarding cannabis advertising

Date: March 4, 2026
Presented by: Jeff Kildahl, Policy and Rules Coordinator

Background

The Washington State Legislature passed Engrossed Senate Bill 5206 (Chapter 378, Laws of 2025) regarding cannabis advertising on April 18, 2025. This Bill, which went into effect on January 1, 2026, update and expand advertising opportunities for cannabis retail licensees. In addition, WAC 314-55-155 has been open for rulemaking since 2022 for a broad rulemaking project under WSR 22-18-057 to evaluate cannabis advertising rules and may be amended consistent with the previous CR 101 or the current rulemaking project to implement ESB 5206

The LCB filed a CR 101 on August 31, 2022 as [WSR 22-18-057](#) to begin rulemaking regarding cannabis advertising, but that project was given a lower priority due to other work projects.

Stakeholder Engagement

An informal public comment period was held recently in October through November 7, 2025. In addition, a virtual online stakeholder meeting was held on January 9, 2026 to consider draft rule changes needed to implement ESB 5206.

Estimated Costs of Compliance

Under the Regulatory Fairness Act (RFA) in chapter 19.85 RCW, agencies are required to consider the costs that complying with the proposed rules will impose on businesses, unless the proposed rules are subject to an exemption to this requirement. The CR 102 form describes these exemptions in more detail. Because these proposed rule amendments do not impose any significant regulatory burden on licensees and primarily serve to implement statutory changes under ESB 5206, this rulemaking qualifies for an exemption per RCW 34.05.310 (4)(e).

Rule Necessity

The proposed rule amendments are required to implement ESB 5206 to allow for expanded advertising options for cannabis retail licensees.

Description of Rule Changes

Proposed amendments to rules in WAC 314-55-155 regarding cannabis advertising amend existing rule language to do the following:

- Increasing from two to four the number of exterior advertising signs allowed on the exterior entrance side of a cannabis retailer's licensed building.
- Limiting the size of these advertising signs to be no larger than 1600 square inches and must be affixed to the side of the licensed building with the main entrance or displayed in the window on the side with the main entrance.
- Exempting signs less than 512 square inches from being considered as advertising signs if they do not include brand names, trade names, or images of cannabis products and indicates general information such as hours of operation, etc.
- Allowing licensed retail cannabis businesses to use up to two trade name signs. Trade name signs must comply with local authority related to the size of the signs for the city, town, or county where the licensed cannabis retailer is located. One of these signs may be a double-sided sign.
- Restricting all cannabis signage, advertising, and billboard content from portraying alcohol, nicotine, or tobacco use, or any associations with motor vehicles.
- Restricting cannabis advertising from any business licensed by the LCB under Chapters 70.345, 82.24, and 82.26 RCW.
- Requiring any advertisement for a cannabis business or cannabis except for trade name signs to contain text indicating that only persons 21 years of age or older may purchase or possess cannabis products.
- Restricting cannabis retailers from advertising, offering for sale, or selling cannabis at less than the acquisition cost, except for medical cannabis products, or accepting coupons that reduce the price of a cannabis product below the acquisition cost of the item.
- Exempting "Adopt-a-Highway" signs installed by the Washington State Department of Transportation from consideration as advertising for the cannabis licensee.
- Updating existing definitions for the terms "billboard," "commercial mascot," "trade name," and "transit advertisement" as used in RCW 69.50.369.

PROPOSED RULE MAKING



CR-102 (June 2024) (Implements RCW 34.05.320)

Do **NOT** use for expedited rule making

Agency: Washington State Liquor and Cannabis Board

Original Notice

Supplemental Notice to WSR _____

Continuance of WSR _____

Preproposal Statement of Inquiry was filed as WSR 22-18-057 ; or

Expedited Rule Making--Proposed notice was filed as WSR _____; or

Proposal is exempt under RCW 34.05.310(4) or 34.05.330(1); or

Proposal is exempt under RCW _____.

Title of rule and other identifying information: (describe subject) WAC 314-55-155. The Washington State Liquor and Cannabis Board (Board) is proposing amendments to WAC 314-55-155 to implement Engrossed Senate Bill 5206 (Chapter 378, Laws of 2025) regarding cannabis advertising and additional amendments to WAC 314-55-155 regarding incidental promotional items to WSR 22-18-057, which was filed August 31, 2022 to evaluate and consider changes to cannabis advertising rules.

Hearing location(s):

Date:	Time:	Location: (be specific)	Comment:
April 23, 2026	1:00 PM	Public hearings related to Liquor and Cannabis Board rulemaking activity will be held in a "hybrid" environment. This means that the public will have options for in-person or virtual attendance and for providing verbal comments during public rules hearings. A meeting room will be set up at headquarters building in Olympia (1025 Union Avenue, Olympia, WA 98504) for in-person attendance and the public may also log in using a computer or a device, or call-in using a phone to listen to the meeting through the Microsoft Teams application. Please note that although the meeting room will be staffed during the hearing, agency staff may appear virtually.	<p>The LCB encourages those who would like to provide public comment to register in advance. Those who have not registered by 1:00 p.m. on the hearing date, or who arrive after the hearing has started, cannot be guaranteed the opportunity to speak.</p> <p>To register in advance to provide verbal comments or for related questions, please email publichearings@lcb.wa.gov</p> <p>For more information about providing verbal comments at rules public hearings, please visit: https://lcb.wa.gov/publichearings</p>

Date of intended adoption: Not earlier than May 6, 2026. _ (Note: This is **NOT** the **effective** date)

Submit written comments to:

Name Jeff Kildahl, Rules Coordinator

Address PO Box 43080, Olympia, WA 98504

Email rules@lcb.wa.gov

Fax 360-704-5027

Other

Beginning (date and time) March 4, 2026 12:00 PM

By (date and time) April 23, 2026, 5:00 PM

Assistance for persons with disabilities:

Contact Dawn Russell, ADA Coordinator, Human Resources

Phone 360-664-1635

Fax 360-664-9689

TTY 7-1-1 or 1-800-833-6388

Email dawn.russel@lcb.wa.gov

Other

By (date) March 26, 2026

Purpose of the proposal and its anticipated effects, including any changes in existing rules: The Washington State Legislature passed Engrossed Senate Bill 5206 (Chapter 378, Laws of 2025) on April 18, 2025. This Bill, which went into effect on January 1, 2026, updates and expands advertising opportunities for cannabis retail licensees. The proposed amendments to the existing rules in WAC 314-55-155 are intended to implement ESB 5206 by doing the following as required by the bill:

- Increasing from two to four the number of exterior advertising signs allowed on the exterior entrance side of a cannabis retailer's licensed building.
- Limiting the size of these advertising signs to be no larger than 1600 square inches and must be affixed to the side of the licensed building with the main entrance or displayed in the window on the side with the main entrance.
- Exempting signs less than 512 square inches from being considered as advertising signs if they do not include brand names, trade names, or images of cannabis products and indicates general information such as hours of operation, etc.
- Allowing licensed retail cannabis businesses to use up to two trade name signs. Trade name signs must comply with local authority related to the size of the signs for the city, town, or county where the licensed cannabis retailer is located. One of these signs may be a double-sided sign.
- Restricting all cannabis signage, advertising, and billboard content from portraying alcohol, nicotine, or tobacco use, or any associations with motor vehicles.
- Restricting cannabis advertising from any business licensed by the LCB under Chapters 70.345, 82.24, and 82.26 RCW.
- Requiring any advertisement for a cannabis business or cannabis except for trade name signs to contain text indicating that only persons 21 years of age or older may purchase or possess cannabis products.
- Restricting cannabis retailers from advertising, offering for sale, or selling cannabis at less than the acquisition cost, except for medical cannabis products, or accepting coupons that reduce the price of a cannabis product below the acquisition cost of the item.
- Exempting "Adopt-a-Highway" signs installed by the Washington State Department of Transportation from consideration as advertising for the cannabis licensee.
- Updating existing definitions for the terms "billboard," "commercial mascot," "trade name," and "transit advertisement" as used in RCW 69.50.369.

Reasons supporting proposal: Rules on this subject are necessary to implement Engrossed Senate Bill 5206 (Chapter 378, Laws of 2025), which passed the legislature on April 18, 2025. The proposed rules will expand advertising options available to cannabis retail licensees.

Statutory authority for adoption: RCW 66.08.030, RCW 69.50.342, RCW 69.50.325, Engrossed Senate Bill 5206 (Chapter 378, Laws of 2025)

Statute being implemented: RCW 69.50.369

Is rule necessary because of a:

- Federal Law? Yes No
- Federal Court Decision? Yes No
- State Court Decision? Yes No

If yes, CITATION:

Agency comments or recommendations, if any, as to statutory language, implementation, enforcement, and fiscal matters: None

Name of proponent: (person or organization) Washington State Liquor and Cannabis Board

Type of proponent: Private. Public. Governmental.

Name of agency personnel responsible for:

	Name	Office Location	Phone
Drafting	Jeff Kildahl, Rules Coordinator	PO Box 43080, Olympia, WA 98504	360-480-7960
Implementation	Lawrence Grant, Director of	PO Box 43080, Olympia, WA 98504	360-664-1726
Enforcement and Education	Enforcement and Education		
Enforcement	Lawrence Grant, Director of	PO Box 43080, Olympia, WA 98504	360-664-1726
Enforcement and Education	Enforcement and Education		

Is a school district fiscal impact statement required under [RCW 28A.305.135](#)? Yes No

If yes, insert statement here:

The public may obtain a copy of the school district fiscal impact statement by contacting:

- Name
- Address
- Phone
- Fax
- TTY
- Email
- Other

Is a cost-benefit analysis required under [RCW 34.05.328](#)?

Yes: A preliminary cost-benefit analysis may be obtained by contacting:

- Name
- Address
- Phone
- Fax
- TTY
- Email
- Other

No: Please explain: The proposed amended rules do not qualify as a significant legislative rule requiring a cost-benefit analysis under RCW 34.05.328(5). The LCB is not a listed agency under RCW 34.05.328(5)(a)(i), so the cost-benefit analysis requirements in RCW 34.05.328 are not applicable to the proposed rules unless voluntarily applied or made applicable by the joint administrative rules review committee under RCW 34.05.328(5)(a)(ii).

Regulatory Fairness Act and Small Business Economic Impact Statement

Note: The [Governor's Office for Regulatory Innovation and Assistance \(ORIA\)](#) provides support in completing this part.

(1) Identification of exemptions:

This rule proposal, or portions of the proposal, **may be exempt** from requirements of the Regulatory Fairness Act (see [chapter 19.85 RCW](#)). For additional information on exemptions, consult the [exemption guide published by ORIA](#). Please check the box for any applicable exemption(s):

This rule proposal, or portions of the proposal, is exempt under [RCW 19.85.061](#) because this rule making is being adopted solely to conform and/or comply with federal statute or regulations. Please cite the specific federal statute or regulation this rule is being adopted to conform or comply with, and describe the consequences to the state if the rule is not adopted.

Citation and description:

This rule proposal, or portions of the proposal, is exempt because the agency has completed the pilot rule process defined by [RCW 34.05.313](#) before filing the notice of this proposed rule.

This rule proposal, or portions of the proposal, is exempt under the provisions of [RCW 15.65.570](#)(2) because it was adopted by a referendum.

This rule proposal, or portions of the proposal, is exempt under [RCW 19.85.025](#)(3). Check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> RCW 34.05.310 (4)(b)
(Internal government operations) | <input checked="" type="checkbox"/> RCW 34.05.310 (4)(e)
(Dictated by statute) |
| <input type="checkbox"/> RCW 34.05.310 (4)(c)
(Incorporation by reference) | <input type="checkbox"/> RCW 34.05.310 (4)(f)
(Set or adjust fees) |
| <input type="checkbox"/> RCW 34.05.310 (4)(d)
(Correct or clarify language) | <input type="checkbox"/> RCW 34.05.310 (4)(g)
(i) Relating to agency hearings; or (ii) process requirements for applying to an agency for a license or permit) |

This rule proposal, or portions of the proposal, is exempt under [RCW 19.85.025](#)(4). (Does not affect small businesses).

This rule proposal, or portions of the proposal, is exempt under RCW _____.

Explanation of how the above exemption(s) applies to the proposed rule:

(2) Scope of exemptions: Check one.

- The rule proposal: Is fully exempt. (Skip section 3.) Exemptions identified above apply to all portions of the rule proposal.
- The rule proposal: Is partially exempt. (Complete section 3.) The exemptions identified above apply to portions of the rule proposal, but less than the entire rule proposal. Provide details here (consider using [this template from ORIA](#)):
- The rule proposal: Is not exempt. (Complete section 3.) No exemptions were identified above.

(3) Small business economic impact statement: Complete this section if any portion is not exempt.

If any portion of the proposed rule is **not exempt**, does it impose more-than-minor costs (as defined by RCW 19.85.020(2)) on businesses?

No Briefly summarize the agency's minor cost analysis and how the agency determined the proposed rule did not impose more-than-minor costs.

Yes Calculations show the rule proposal likely imposes more-than-minor cost to businesses and a small business economic impact statement is required. Insert the required small business economic impact statement here:

The public may obtain a copy of the small business economic impact statement or the detailed cost calculations by contacting:

- Name
- Address
- Phone
- Fax
- TTY
- Email
- Other

Date: March 4, 2026	Signature: Place signature here
Name: Jim Vollendroff	
Title: Board Chair	

WAC 314-55-155 Advertising (~~requirements and promotional items~~ ~~Coupons, giveaways, etc~~)). The following provisions apply in addition to the requirements and restrictions in RCW 69.50.369.

(1) **Definitions.** For the purposes of this section, the following definitions apply:

(a) "Adult only facility" means:

(i) A location restricted to persons age 21 and older by the LCB, classifying the location as off limits to all persons under 21 years of age except for qualifying medical cannabis patients or contracted trade workers; or

(ii) A venue restricted to persons age 21 and older and where persons under 21 years of age, including employees and volunteers, are prohibited from entering or remaining.

(b) "Billboard" means a permanent off-premises sign in a fixed location used for the display of commercial messages.

(c) "Off-premises sign" means a sign relating, through its message and content, to a business activity, product, or service available at a premises other than the location where the sign is erected.

(d) "Trade name sign" means a sign other than a billboard which includes only the business trade name as it appears on the approved cannabis retailer license issued by the board.

(2) **Advertising generally.** The following requirements apply to all advertising by cannabis licensees in Washington state.

(a) All cannabis advertising, trade name signs, billboards, and labels of useable cannabis, cannabis concentrates, and cannabis-infused products sold in the state of Washington must not contain any statement, or illustration that:

(i) Is false or misleading;

(ii) Promotes over consumption;

(iii) Portrays alcohol or its use;

(iv) Portrays tobacco or nicotine or its use;

(v) Portrays any association with a motor vehicle or operation of a motor vehicle; or

(vi) Mimics or resembles logos or messaging from the LCB or other state agencies without approval;

(vii) Represents that the use of cannabis has curative or therapeutic effects;

~~((iv))~~ (viii) Depicts a child or other person under legal age ~~((to consume))~~ consuming cannabis, or includes:

(A) The use of objects, such as toys, inflatables, movie characters, cartoon characters suggesting the presence of a child, or any other depiction or image designed in any manner to be likely to be appealing to youth or especially appealing to children or other persons under legal age to consume cannabis as defined in WAC 314-55-105 (1)(c); or

(B) Is designed in any manner that would be especially appealing to children or other persons under 21 years of age.

(b) No cannabis licensee shall place or maintain, or cause to be placed or maintained, an advertisement of a cannabis business or cannabis product, including cannabis concentrates, useable cannabis, or cannabis-infused product:

(i) In any form or through any medium whatsoever within 1,000 feet of the perimeter of a school grounds, playground, recreation center or facility, child care center, public park, library, or a game arcade admission to which it is not restricted to persons aged 21 years or older unless the 1,000 minimum distance requirement has been reduced by ordinance in the local jurisdiction where the licensed retailer is located and the licensed retailer is located within 1,000 feet of a restricted location listed in this paragraph;

(ii) On or in a private vehicle, public transit vehicle, public transit shelter, bus stop, taxi stand, transportation waiting area, train station, airport, or any similar transit-related location((+)).

(c) All advertising for cannabis businesses or cannabis products, regardless of what medium is used, except for trade name signs, must contain text that is clearly visible during business hours stating that cannabis products may be purchased or possessed only by persons 21 years of age or older. Examples of language that conforms to this requirement include, but are not limited to: "21+," "for use by persons 21 and over only," etc.

(d) A cannabis licensee may not engage in advertising or marketing that specifically targets persons residing out of the state of Washington.

((+2)) (e) Any cannabis-related advertising in any business licensed or permitted by the board under Title 66 RCW or chapter 70.345, 82.24, or 82.26 RCW is prohibited.

(3) Outdoor advertising. In addition to the requirements for advertising in subsection ((+1)) (2) of this section, the following restrictions and requirements apply to outdoor advertising by cannabis licensees:

(a) Except for the use of trade name signs and billboards as authorized under RCW 69.50.369 and as provided in this section, licensed cannabis retailers may not display any ~~((outdoor))~~ cannabis-related advertising signage on the licensed premises other than ((two)) four separate signs ((identifying the retail outlet by the licensee's business name or trade name, stating the location of the business, and identifying the nature of the business. Both signs must be affixed to a building or permanent structure and each sign is limited to 1,600 square inches)), not exceeding 1,600 square inches each, that are affixed to the building, or hanging in the window of the licensed location, on the side of the building with the main entrance.

(i) Any advertising signs that are clearly visible to the public from the public right-of-way, whether on the building or through a window of the building and displayed in such a manner as to be clearly visible from outside the licensed business, will be considered advertising for the purposes of this section.

(A) For the purposes of this section, any advertisement or merchandising inside a cannabis retailer location that is not placed on the inside surface of a window facing outward, or that is not fully and clearly visible from the public right-of-way, shall not be considered outdoor advertising.

(B) For the purposes of this section, "clearly visible" means capable of being seen without obstruction by a person standing or traveling on a public right-of-way.

(ii) All text on outdoor signs, including billboards, is 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.

~~((i))~~ (iii) No outdoor advertising signs, including billboards and trade name signs, may contain depictions of cannabis plants or cannabis products.

(iv) Outdoor signs that contain logos or artwork that ~~((do not contain depictions of))~~ does not depict cannabis plants or cannabis products as defined in this section are permissible.

(A) A depiction of a cannabis plant means an image or visual representation of a cannabis leaf, plant, or the likeness thereof that explicitly suggests or represents a cannabis leaf or plant.

(B) A depiction of a cannabis product means an image or visual representation of useable cannabis, cannabis-infused products, or cannabis concentrates, or an image that indicates the presence of a product, such as smoke, etc.

~~((iii))~~ (v) Stating the location of the business may include information such as the physical address or location, directional information, website address, email address, or phone number of the licensed business.

~~((iv))~~ (vi) Identifying the nature of the business may include information related to the operation of the business, what the business is engaged in, or the goods the business offers for sale.

~~((v))~~ (vii) Double-sided signs or signs with text visible on opposite sides are permissible and count as a single sign so long as the sign is contained in or affixed to a single structure.

(b) No cannabis licensee may use or employ a commercial mascot outside of, and in proximity to, a licensed cannabis business.

(c) Outdoor advertising is prohibited 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 at an adult only facility.

(d) The restrictions in this section and RCW 69.50.369 do not apply to outdoor advertisements at the site of an event to be held at an adult only facility that is placed at such site during the period the facility or enclosed area constitutes an adult only facility, but must not be placed there more than 14 days before the event, and that does not advertise any cannabis product other than by using a brand name, such as the business or trade name or the product brand, to identify the event. Advertising at adult only facilities must not be visible from outside the adult only facility.

(e) ~~((A sign affixed to the licensed premises or in the window of a licensed premises indicating the location is open for business, closed for business, the hours of operation, that the licensed location has an ATM inside, or))~~ Signs that are less than 512 square inches are not considered advertising for the purposes of this section if the sign does not include any brand names, trade names, or images of any cannabis product, and only indicates information including, but not limited to, the following:

(i) Hours of operation;

(ii) Whether business is open or closed;

(iii) The presence of an ATM machine;

(iv) The word "welcome";

(v) Required signs or notices;

(vi) Community notices; or

(vii) Other similar informational signs not related to the products or services of the cannabis business ((are not considered advertising for the purposes of this section)).

(f) "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 the purposes of this section.

~~((3) Advertising placed on windows within the premises of a licensed cannabis retail store facing outward must meet the requirements for outdoor advertising as provided in RCW 69.50.369 and this section.))~~

(4) In addition to the four signs described in subsection (3)(a) of this section, licensed businesses may use billboards and up to two trade name signs as described in RCW 69.50.369. All signs are required to be compliant with content restrictions pursuant to this section.

(a) Size limitations for trade name signs and billboards are regulated and enforced by the city, town, county, or tribe in which the licensed business is located.

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

(c) A second trade name sign may be a double-sided sign, such as a pylon sign or monolith sign, that contains identical content on each side. A double-sided sign that contains identical content on each side is considered one trade name sign.

(d) Placement of pylon or monolith trade name signs, similar to the size of signs, is subject to local zoning requirements and be the responsibility of the city, town, county, or tribe to regulate through local zoning or ordinances.

(5) Promotional items such as giveaways(~~(, coupons,)~~) and distribution of branded or unbranded merchandise are banned(~~(-)~~), except for limited circumstances. Giveaways that are incidental items, such as matches, may be provided free of charge so long as:

(a) The incidental item qualifies as paraphernalia as defined in RCW 69.50.102;

(b) The incidental item is not advertised by any means other than in-store merchandising as allowed in RCW 69.50.369;

(c) The retailer must have purchased any incidental item provided to the customer at fair market value;

(d) Any branding on the item must be only that of the licensed retailer, and may not have any brand, logo, or images of product representing a producer or processor;

(e) The value of the incidental item must be less than one U.S. dollar;

(f) Incidental items provided must not be subject or conditional to other purchases as described in WAC 314-55-017(2);

(g) Coupons may not discount the price of a product below the retailer's acquisition cost of the item;

(h) For the purposes of this section, a "giveaway" does not include representative samples of products (edible products and topicals only) carried by a licensed retailer that are not infused with cannabis and are offered to customers on licensed cannabis retail premises for sampling purposes only.

~~((5))~~ (6) Cannabis retail licensees holding a medical cannabis endorsement may donate (~~(product)~~) or provide free of charge products only to qualifying patients or designated providers who hold a valid recognition card. Retail licensees may (~~(not)~~) only advertise "free" or "donated" (~~(product)~~) cannabis concentrates, useable cannabis, or cannabis-infused products identified by the department as a compliant cannabis product in chapter 246-70 WAC and tested to the standards in

chapter 246-70 WAC. Retail licensees may only advertise "free" or "donated" products to qualifying patients.

~~((6))~~ (7) Except for outdoor advertising under subsection ~~((2))~~ (3) of this section, all advertising must contain the following warnings that must be in type size at least 10 percent of the largest type used in the advertisement:

(a) "This product has intoxicating effects and may be habit forming.";

(b) "Cannabis can impair concentration, coordination, and judgment. Do not operate a vehicle or machinery under the influence of this drug.";

(c) "There may be health risks associated with consumption of this product."; and

(d) "For use only by adults 21 and older. Keep out of the reach of children."

~~((7) For the purposes of this section, the following definitions apply:~~

~~(a) "Adult only facility" means:~~

~~(i) A location restricted to persons age 21 and older by the LCB or classified by the LCB as off limits to persons under 21 years of age; or~~

~~(ii) A venue restricted to persons age 21 and older and where persons under 21 years of age are prohibited from entering or remaining, including employees and volunteers.~~

~~(b) "Billboard" means a permanent off-premises sign in a fixed location used, in whole or in part, for the display of off-site commercial messages with a minimum size of five feet in height by 11 feet in width.~~

~~(c) "Off-premises sign" means a sign relating, through its message and content, to a business activity, product, or service not available on the premises upon which the sign is erected.)~~