



# Outdoor Advertising

## For Washington State Cannabis Retailers

### Defining Outdoor Advertising for Cannabis Retailers

Outdoor advertising is signage for cannabis retailers that is visible from outside the licensed premises. Outdoor signage includes, but is not limited to, signs, posters or other visual formats on the windows facing out, signs attached to the building, signs in the parking lot, billboards, etc.

### Useful Definitions:

**Business/trade name:** Name of a licensed business as used by the licensee on signs and advertising.

**Location:** Includes information such as physical address or location, directional information, website address, email address, or phone number of the licensed business.

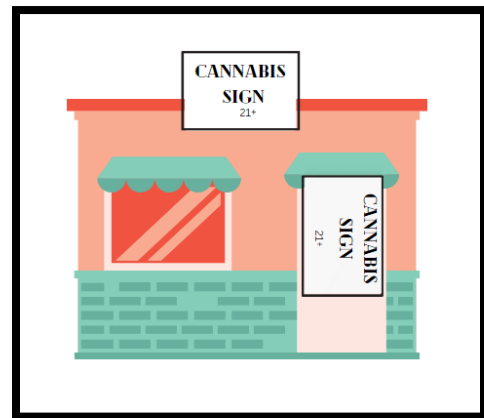
**Nature of business:** Identifying the nature of the business may include information related to the operation of the business, what the business is engaged in, or the goods the business offers for sale.

**Licensed premises:** Licensed premises or premises means all areas of a premises under the legal control of the licensee and available to or used by customers and/or employees in the conduct of business operations.

## Outdoor signage for retailers must follow these requirements:

- No more than two outdoor signs (not including billboards)
- No sign may exceed 1600 square inches (not including billboards)
  - The size of signs is measured by the height and width of the physical sign frame; not the artwork, letters or logos only
- All signs must be affixed (attached) to a permanent structure
  - Building
  - Marquee sign
  - Permanent post
- Must include a required age-restricted warning
  - Example: “21+”
- Limited to following information:
  - Business/trade name
  - Location
  - Nature of business

**Quick reference for sign sizing:** A standard door is 2400 in<sup>2</sup>, 1600 in<sup>2</sup> is 2/3 of a standard door, therefore the sign should be no bigger than 2/3 of a door.



## Billboards for retailers must follow these requirements:

- Minimum of five feet in height by 11 feet in width
- Must include an age restricted warning
  - Example: “21+”
- Limited to following information:
  - Business/trade name
  - Location
  - Nature of business
- Must be permanently affixed
- Must be off premises

# Outdoor Advertising Prohibitions

In accordance with ([WAC 314-55-155](#)), all cannabis advertising must follow these rules:

Advertising cannot contain:

- Statements or depictions that are false or misleading
- Promotion of over consumption
- Representation of the use of cannabis as curative or therapeutic
- Depictions of:
  - Person under 21, or:
    - Toys
    - Inflatables
    - Movie characters
    - Cartoon characters (see 314-55-105 for definition)
    - Other images likely to be appealing to youth
- Images or depictions of cannabis or cannabis products including:
  - Cannabis leaves
  - Smoke
  - Joints
  - Paraphernalia

## Advertising placement restrictions:

Advertising placed within 1,000 feet of restricted entities including, but not limited to:

- School grounds
- Playgrounds
- Childcare centers
- In or on private or public vehicles (cars, vans, buses, trains, trucks, etc.)
- Public transit centers
- Airports
- Bus stops
- Transportation waiting areas
- Other transit-related locations
  - Local jurisdictions may reduce 1000 ft restriction per [RCW 69.50.331](#)

**Examples of Compliant Advertising:**



Advertising is permanently affixed, is correct size, and has required age restriction warning.



Billboard has required age restriction warning and is correct size.

**Examples of Non-Compliant Advertising:**



Advertising on a vehicle, cannabis leaf, too large.

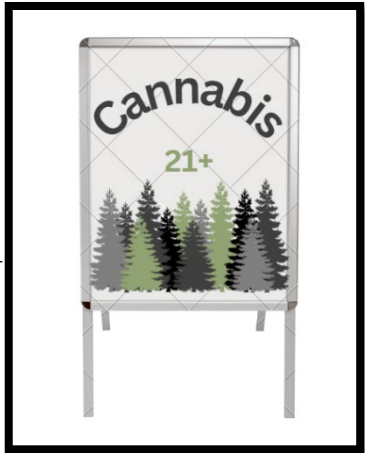


Inflatables

Sandwich Boards – not a permanent affixed structure.



Advertising using images appealing to youth.



Examples of Non-Compliant Advertising (continued):



While billboard itself is compliant, the advertising is within 1,000 ft of a school.



Sandwich board – not permanently affixed sign. Cannabis Leaf – not compliant for outdoor advertising. 21+ sign in window exceeds limit of two total signs.

**What is not considered advertising:**

- Open and closed signs
- Hours of operation
- ATM inside
- Other similar informational signs not related to products or services of the cannabis business
- Adopt-a-Highway signs

**Relevant Laws and Rules**

[RCW 69.50.331](#)

[RCW 69.50.369](#)

[WAC 314-55-155](#)

**Contact LCB Enforcement and Education about Outdoor Advertising**

Non-compliant advertising for a license can result in an Administrative Violation.

If you have questions about advertising, please contact your local Cannabis Compliance Consultant or the Advertising Coordinator at [enfadcoord@lcb.wa.gov](mailto:enfadcoord@lcb.wa.gov) or 360-664-4536.

If you do not know who your Consultant or Officer is, you can call Enforcement and Education Customer Service at **360-664-9878** or email at **EnfCustomerService@lcb.wa.gov**