October 5, 2026

Advertising Guidance Update

The Division of Cannabis Control (DCC or Division) is providing an update to the Advertising Guidance, pursuant to Ohio Administrative Code (OAC) 1301:18-4-22. The updated rule takes effect today, October 5, 2026.

Pre-Approval Required

- Pursuant to the Ohio Revised Code (ORC) 3796.32, no licensee shall create, use, or disseminate, or cause to be created, used, or disseminated, any advertisement **prior to submitting** the advertisement to the Division for review.
- Within 21 business days of receiving an advertising submission, the Division will approve or deny the application, or place the application into remediation to allow for modifications that would allow the Division to approve the advertisement.

Medical Patients & Devices

- Medical cannabis patients over the age of 18 are permitted to purchase cannabis devices, batteries, rolling papers, and other paraphernalia used to consume cannabis with their patient transaction.
- As a reminder, medical patients under the age of 21 are not permitted to purchase wearables.

Please review the complete updated rule here. Additional information can be found in the updated Advertising Guidance.

Licensee Resources

Know additional recipients who should receive this message? click here