



January 15, 2026

New Rules & Updated Guidance – Advertising

The Division of Cannabis Control (DCC or Division) is providing the attached [guidance](#) to all licensees regarding advertising, pursuant to Ohio Administrative Code (OAC) [1301:18-4-22](#), effective January 15, 2026.

OAC [1301:18-4-22](#) replaces OAC 3796:5-7-01 and 3796:6-3-24. The [guidance](#) discusses the changes in more detail, but below is a summary of some notable updates:

- Advertisements are no longer required to only be consistent with the medical use of marijuana. Previous advertisements that were not permissible as “recreational” may be permitted under this new rule.
 - For example, a representation of musical instruments or a concert would be permitted.
 - However, incorporating other references prohibited by the rules would be a violation, such as encouraging excessive consumption, depicting use of cannabis, or using obscene images.
- Images of products in production, including plants within a licensee’s facility, are no longer prohibited.
 - For example, a licensee could show their grow room or extraction equipment.
 - However, incorporating imagery otherwise prohibited by the rules would be a violation such as images which depict the security features of a facility, or those encouraging overconsumption or combination with other intoxicants, is still prohibited.
- Caricatures or stylized depictions of marijuana plants or leaves are permitted.
 - For example, an artistic rendition of a marijuana leaf would be permitted.

- However, images which are obscene, indecent, or attractive to children are still prohibited.
- Sound in videos is no longer prohibited.
 - For example, a video on the licensee's business website discussing what to expect when a customer arrives at their dispensary would be permitted.
 - However, inclusion of any obscene or indecent sound, or use of video in an internet broadcast, continues to be prohibited by rule.
- Illuminated exterior wayfinding signs are no longer prohibited.
 - For example, a licensee may utilize a sign that is affixed to the side of the building with the business name of the dispensary illuminated.
 - A variance is no longer required to utilize a monument sign.
- The DCC seal is required on licensee websites.
 - For example, if a licensee is affiliated with operations in other states and shares a common website, the seal must be placed on the page that is intended for, and to which, Ohio customers are directed.
- The DCC seal and THC symbol are required to be included accurately on any advertising depictions of cannabis packaging or labeling, such as dispensary menus.
 - For example, an advertisement showing a depiction of cannabis flower, or an edible, does not require a DCC seal; however, an advertisement showing the exterior packaging must either depict the DCC seal and THC symbol where it appears on that packaging, or have a separate part of the advertisement dedicated to showing specifically where those elements can be found.
 - As a reminder, a depiction of an edible in advertisements, such as a gummy, is still required to show the THC symbol as it appears on the gummy.
- Licensees are permitted to respond to customers and user-generated reviews on licensee websites; however, this engagement with customers is still subject to the advertising restrictions. Licensees must ensure that any engagement is in compliance with the advertising rules, and the restrictions regarding third-party advertising.
 - For example, a licensee may respond to a customer question on their business website directing the customer to the dispensary's hours of operation or what products a dispensary has in stock.
 - Customer reviews of a facility or services provided are permitted; however, customer testimonials about the effects of specific products are not permitted as these are impermissible health claims.
 - Interactions with customers may not be obscene, indecent, or disparaging to other licensees.
- Licensees may not attend, participate, or sponsor an event, conference, trade show, or similar event without providing prior written notice to the Division at least 10 business days prior to the event through the [DCC eLicense](#) portal.

- Licensees are permitted to sponsor or support events that are not age-gated; however, they are not permitted to establish a booth or “swag” giveaways at such events. For example, a licensee may be listed as a corporate sponsor of a community festival, and attend wearing branded t-shirts, but if there is no age restriction on attendance, the licensee cannot hand out flyers, wearables or gift bags.
- Licensees attending age-gated events are permitted to distribute “swag” or other advertising materials.
- If a licensee is sponsoring an event, the licensee must be mindful that they cannot license, encourage, or otherwise authorize any affiliated or third party to violate advertising rules.

These above examples are not an exhaustive list of all changes and updates. All advertisements must be compliant with the rules and guidance issued by the Division. It is each licensee’s responsibility to read the [rule](#) and [Advertising guidance](#) in their entirety and ensure that all employees (including those who may not be based in Ohio) are properly trained on these rules.

The Division will continue to review advertising applications that are submitted via the [DCC eLicense](#) portal to ensure compliance with the rules. The Division may take enforcement as prescribed for any advertisement that violates the Division’s [rule](#).

Please note, this guidance is related to rules adopted pursuant to Chapter 3780 (the initiated statute). The recently enacted Senate Bill 56 made changes to the cannabis advertising portions of the statute; therefore, the Division has begun the rulemaking process to make statutorily required updates to OAC [1301:18-4-22](#).

[Licensee Resources](#)

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