

SB 5284-S - DIGEST

(DIGEST OF PROPOSED 1ST SUBSTITUTE)

Prohibits a marijuana licensee from targeting youth: (1) In the advertising, promotion, or marketing of marijuana or marijuana products;

(2) By using objects such as toys, inflatables, characters, or cartoon characters or other depiction designed to be appealing to children; or

(3) By using or employing a commercial mascot outside of a marijuana business.

Prohibits marijuana licensees from using outdoor advertising: (1) On signs and placards in arenas, stadiums, shopping malls, fairs, farmers markets, and video game arcades;

(2) On billboards visible from a street, road, highway, right-of-way, or public parking area;

(3) On other advertisements;

(4) On the inside surface of a window facing outward; or

(5) On or within private or public vehicles, bus stops, taxi stands, transportation waiting areas, train stations, airports, or similar transit-related locations.

Authorizes a local government to adopt rules on the outdoor advertising that are more restrictive than the restrictions imposed in this act.