



Frequently Asked Questions: Marijuana Advertising in Denver

Where can I find state and Denver advertising rules?

- Denver's advertising rules can be found in [Section 6-224](#) of the [Denver Revised Municipal Code](#).
- The state's advertising rules can be found in the 3-700 Series of [Permanent Regulated Marijuana Rules](#).

What does "advertising" mean?

The [Denver Marijuana Code](#) defines *advertise*, *advertising*, or *advertisement* as the act of drawing the public's attention to a medical or retail marijuana business in order to promote the sale of cannabis by a medical or retail marijuana business or consumption of marijuana in a marijuana business.

As a marijuana business, what kind of advertising am I allowed to do in Denver?

- You can have a fixed sign located on the same zone lot as your marijuana business solely for the purpose of identifying the location of the business. The sign must comply with the [Denver Zoning Code](#) and any other applicable city laws and regulations.
- You can advertise in a newspaper, magazine, or other periodical of general circulation within the city. You can also place paid advertisements in a newsletter distributed by a registered neighborhood organization, business improvement district or other similar community or neighborhood organization.
 - State rules require that in order for a medical marijuana business to advertise in any form of media, at least 71.6 percent of the audience must be reasonably expected to be at least the age of 18. For a retail marijuana business to advertise in any form of media, at least 71.6 percent of the audience must be reasonably expected to be at least the age of 21.
- If you sponsor a charitable event, advertising of your business that is purely incidental to sponsorship of that event is permissible. This could include the name or logo of your business in event materials or temporary signs and banners displayed at and during the event. However, under no circumstances can this include a billboard.
 - State rules require that the retail marijuana business has reliable evidence that at least 71.6% of the audience at the event and/or viewing advertising in connection with the event is reasonably expected to be at least the age of 21 or that the medical marijuana business has reliable evidence that 71.6 percent of the audience at the event and/or viewing advertising in connection with the event is reasonably expected to be at least the age of 18.
- Apparel, consumer goods, or paraphernalia containing a marijuana business's name, logo, or distinct design features are allowed. However, apparel, consumer goods, or paraphernalia may not contain any other advertising of the marijuana business.
 - The Denver Marijuana Code defines *consumer goods* as goods primarily used for personal, family, or household purposes. This does not include vehicles.



As a marijuana business, what kind of advertising am I not allowed to do in Denver?

The following kinds of advertising are not allowed:

- Advertising that is visible to members of the public from any street, sidewalk, park or other public place.
- Advertising using any of the following media:
 - Any billboard or other outdoor general advertising device as defined by the zoning code;
 - Any sign mounted on a vehicle;
 - Any hand-held or other portable sign; or
 - Any handbill, leaflet or flier distributed in a public place, left upon a motor vehicle, or posted upon any public or private property.

Why do some state advertising rules differ from Denver’s advertising rules?

Local jurisdictions may further restrict marijuana advertising. In the event that a state rule differs from a local rule, the stricter rule applies.

Can marijuana businesses advertise at special events?

Please refer to this [Guidance for Marijuana Advertising at Special Events in Denver](#).

What if I see a marijuana business advertisement that does not appear to comply with Denver’s rules?

Confirm that the advertisement is located in Denver. Neighboring jurisdictions may have different advertising rules than Denver. You may email complaints to marijuanainfo@denvergov.org. Please note the location and, if possible, provide a photo of the advertisement.