

CBD ADVERTISING GUIDELINES



Don't give away any amount of cannabis or cannabis products, or any cannabis accessories, as part of a business promotion or other commercial activity, including but not limited to: raffles; sweepstakes; buy one, get one free; contests; free product with donation, etc.

Marketing containing any health-related statement that is untrue in any particular manner or tends to create a misleading impression as to the effects on health of cannabis consumption, is prohibited.

Clearly display the percentage of CBD and THC in your product. (Current federal laws do not allow greater than 0.3% THC.)

KEY THINGS TO REMEMBER!

Make sure all advertising is clear, truthful, and appropriately substantiated.

Utilize a method of age affirmation to verify that the recipient of any direct advertising communication is 21 years of age or older before engaging in that communication. The method of age affirmation may include user confirmation, birth date disclosure, or other similar registration method.

Do not include elements that may appeal to minors, such as gummy bears or any type of candy, toys, cartoons, etc.

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These are generalized guidelines and best practices for direct mail. CBD advertising regulations vary by state. Modern Postcard will assist with making sure that your mailers comply with state or national regulations.