



**NEVADA DEPT OF TAXATION**

**Marijuana Advertising  
Submittal Request**

**For Dept. Use Only:** TID \_\_\_\_\_

Request#: \_\_\_\_\_

Assigned to: \_\_\_\_\_

**MME/ME Information**

*Please provide all the information you have about the establishments.*

Legal MME/ME Name: \_\_\_\_\_

MME/ME DBA Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

MME/ME Phone No.: \_\_\_\_\_ Additional Phone No.: \_\_\_\_\_

MME/ME Website: \_\_\_\_\_

Certificate/License No.: \_\_\_\_\_

MME/ME License Type: \_\_\_\_\_

**Advertising Information**

*Please provide details regarding the advertisements, use additional sheets if necessary, and submit all artwork with completed form. Please allow 30 days to process your request.*

Type of advertisements being submitted: \_\_\_\_\_

If packaging, list product to be packaged and include packaging artwork:

If DBA Name, please include Fictitious Firm Name Certificate approval.

If logo, please include the logo artwork.

If signage advertisement, list all locations with physical address. If advertisement is a billboard, list physical address and longitude and latitude coordinates. Please include all artwork.

If print media advertisements, list all forms of advertising and the age demographics of audience.

If radio and/or television advertisement, list all call letters, frequency, area of broadcast, and age demographics of audience.

If digital media, list all platforms, please include the URL, artwork, and text.

Submit this form electronically with any additional documentation to: [MJadvertising@tax.state.nv.us](mailto:MJadvertising@tax.state.nv.us)



## NEVADA DEPT OF TAXATION

### Marijuana Packaging and Advertising Guidelines- NRS 453D

#### Packaging: Generally

- All marijuana and marijuana products must be packaged clearly and unambiguously with the words **"THIS IS A MARIJUANA PRODUCT"** in bold type clearly identifying the product contains marijuana;
- Packaged in a manner which is not modeled after a brand of products primarily consumed by or marketed to children;
- Packaging must be in child-resistant packaging that maintains effectiveness; except as otherwise provided, packaging for marijuana products in solid or liquid form in plastic which is 4 mils or more in thickness; and
- Container shall clearly demark each serving of marijuana in a way that enables a reasonable person to determine how much of the product constitutes a single serving of active THC.

#### Advertising guidelines and campaigns

A marijuana establishment shall not:

- Engage in false or misleading advertising statement/illustration;
- Promote overconsumption of marijuana or marijuana products;
- Depict actual consumption of marijuana or marijuana products and/or a child or other person who is less than 21 years of age consuming marijuana or marijuana products or objects suggesting the presence of a child, including, without limitation, toys, characters or cartoons, mascot, action figure, balloon or contain any other depiction which is designed in any manner to be appealing to or encourage consumption of marijuana or marijuana products by a person who is less than 21 years of age;
- Advertise in any publication, radio, television or any other medium if 30 percent or more of the audience is reasonably expected to be less than 21 years of age and any sponsorship of youth sports and entertainment events, including advertising on team uniforms.
- Place an advertisement within 1,000 feet of a public or private school, playground, public park or library, but may maintain an advertisement if it was initially placed before the school, playground, public park or library was located within 1,000 feet of the location of the advertisement;
- Place an advertisement on or inside of a public transportation motor vehicle or any shelter for public transportation;
- Place an advertisement at a sports or entertainment event to which persons who are less than 21 years of age are allowed entry;
- Place an advertisement where prohibited by ordinance of the locality.
- Advertise or offer any marijuana or marijuana product as "free" or "donated" without a purchase.

A marijuana establishment shall:

- Ensure that all advertising by the marijuana establishment contains prescribed warnings by the Department, which must include, without limitation, the following words: "Keep out of reach of children"; and "For use only by adults 21 years of age and older."

#### Approval process: The Department may require up to 30 days for approval

A marijuana establishment shall not use:

- A name or logo unless the name or logo has been approved by the Department;
- Any sign or advertisement not approved by the Department; or
- Packaging not approved by the Department.

Marijuana establishment owners with conditional licenses must submit electronic files of proposed names, logos, signs, website, radio and television ads, advertisements or packaging on a form prescribed by the Department to be considered as part of their pre-opening inspection findings, and/or whenever new designs are created. The submitted artwork will be reviewed by the Department to evaluate compliance with the advertising guidelines. The Department will supply a form to the establishment indicating its recommendation to approve or deny the proposed artwork. If the proposed artwork is not recommended, the reason for the recommended denial of any portion of the submission will be indicated on the form, including feedback and reasons for the decision. The Department has final say on approvals and denials for the names, logos, signs, website, radio and television ads, advertisements and packaging.

When changes are made to your advertising campaign, please resubmit electronically to: [MJadvertising@tax.state.nv.us](mailto:MJadvertising@tax.state.nv.us)

The guidelines listed in this document are abridged. To view the full, unabridged Nevada Regulation and Taxation of Marijuana, please visit: <https://tax.nv.gov/>