



**COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS  
CANNABIS COMMISSION**

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## **CNMI Cannabis Commission Compliance Advisory**

### **CNMICC Advisory # 24-01 RE: Advertising Restrictions and Requirements**

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The CNMI Cannabis Commission (CNMICC or the Commission) is providing the following information to existing and prospective cannabis licensees.

The advisory issued pursuant to 4 CMC § 53008 to ensure licensee compliance with CNMI Law and CNMICC Regulations. It is important that you read and understand the contents of this advisory.

Failure to comply with the information contained in this advisory and the relevant regulations for which it references could result in penalties affecting your license.

CNMICC Advisory # 24-01 covers the following issue(s):

#### **Advertising Restrictions and Requirements**

Advertising is publicizing the trade name of a licensee together with words or symbols referring to marijuana or publicizing the brand name of marijuana or marijuana product. All packaging, labeling, and advertising shall be in English.

The CNMICC wishes to ensure that all licensees are in compliance with the advertising restrictions contained in Title 180 of the Northern Mariana Islands Administrative Code.

#### ***What are the restrictions in advertising your cannabis business or product?***

Pursuant to **CNMI Cannabis Commission Regulations §180-10.1-1110**, licensees engaging in advertisements of their business or product may not produce or distribute advertisements that:

1. Contain statements that are deceptive, false, or misleading;
2. Contain any content that can reasonably be considered to target individuals under the age of 21, including but not limited to images of minors, cartoon characters, toys, or similar images and items typically marketed towards minors, or references to products that are commonly associated with minors or marketed by minors;
3. Specifically encourages the transportation of marijuana items across state lines;

4. Assert that marijuana items are safe because they are regulated by the Commission or have been tested by a certified laboratory or otherwise make claims that any government agency endorses or supports marijuana;
5. Make claims that recreational marijuana has curative or therapeutic effects;
6. Display consumption of marijuana items;
7. Contain material that encourages the use of marijuana because of its intoxicating effect; or
8. Contain material that encourages excessive or rapid consumption.

Further, licensees may not make any deceptive, false, or misleading assertions or statements on any informational material, any sign, or any document provided to a consumer.

For all print, billboard, television, radio and internet advertising licensees must include in a font size legible to the view the following:

**“Do not operate a vehicle or machinery under the influence of this drug.”**

**“For use only by adults twenty-one years of age and older.”**

**“Keep out of the reach of children”**

Lastly, for all social media pages, such as those on platforms like Facebook, Instagram, Snapchat, or Tiktok, operated by licensees, there must be a disclaimer on the page that provides appropriate measures are in place to ensure individuals visiting the web page are over 21 years of age. (**§180-10.1-1115, CNMICC Regulations**)

Please be advised that the CNMI Cannabis Commission continues to monitor and investigate the business activities of all CNMICC licensees to ensure the suitability and compliance with CNMI law and CNMICC Regulations.

Thank you for your cooperation and understanding of this advisory. If you need clarification or assistance in understanding this advisory, please contact the CNMICC.