

**JOINT COMMITTEE ON CANNABIS POLICY
2025-2026 (194th) BILL SUMMARY**

Bill Number: H.189

Title: An Act relative to billboard advertisements for cannabis

Sponsor(s): Rep. Marcus S. Vaughn (Wrentham)

Hearing Date: July 22, 2025

Reporting Deadline: September 20, 2025

Prior History: 2023-24 (H.3560): Ordered to a House Study

Similar Matters: None

CURRENT LAW:

Subsection (a1/2)(xxix) of Section 4 of Chapter 94G of the Massachusetts General Laws requires the Cannabis Control Commission (CCC) to promulgate advertising regulations. At minimum, those regulations must include restrictions enumerated in said subsection (a1/2)(xxix), including item (2) which requires a prohibition of advertising “by means of television, radio, internet, billboard or print publication unless at least 85 per cent of the audience is reasonably expected to be 21 years of age or older, as determined by reliable, up-to-date audience composition data[.]”

SUMMARY:

This bill would amend Subsection (a1/2)(xxix) of Section 4 of Chapter 94G to require that the CCC “review every billboard or other large public facing advertisement and approve the imagery, size, location, font size, size of the required disclaimers and any other element of such advertisements as determined by the commission.”