



STATE OF OHIO
BOARD OF PHARMACY

Ohio Medical Marijuana Control Program Advertising / Marketing Materials Submission FAQs



No.	Question	Answer
1	Can a dispensary make use of the Medical Marijuana Control Program or Board of Pharmacy seals in their marketing material?	No. Advertising and marketing materials may not suggest or otherwise indicate that the product or entity in the advertisement has been approved or endorsed by the Department of Commerce, the State Board of Pharmacy, the State of Ohio or any person or entity associated with the State of Ohio.
2	How do dispensaries submit an attestation for an advertisement translated into a foreign language?	A Designated Representative and the translator who undertook the work must complete the translation attestation confirming translation accuracy, then the DR must email mmcp@pharmacy.ohio.gov , referencing the advertising document ID number and attaching the signed translation attestation form.
3	Does the prohibition of illuminated signs also prohibit the use of a spotlight on an approved sign located at the dispensary and identifying its location?	No, the use of a spotlight on an approved sign located at the dispensary and identifying its location will be allowed. The Board, however, reserves the right to restrict the inappropriate illumination of such signs. Illuminated signs, including but not limited to neon signs, are strictly prohibited.
4	What can a dispensary do if a third party is writing reviews on social media about the dispensary?	The dispensary can ask for the third party to take down the review but the third party is not obligated to do so.
5	Are videos allowed?	No radio, television broadcast, or internet programming is allowed.
6	Can an image or likeness of an actual patient be used in advertising / marketing materials?	No.
7	What must a dispensary do if a health claim is included in the advertising / marketing materials?	An annotated reference is required if a health claim is being made.
8	What constitutes as a portable sign and can they be used?	Portable signs cannot be used. Examples include, but are not limited to, of portable signs are any hand-held signs, or any sign not attached to the entity's permanent structure, such as bumper stickers.
9	Who can request a user account for the advertising / marketing materials submission web portal?	Please be aware that advertising and marketing materials must be submitted by someone with authority to sign on behalf of a dispensary licensee or provisional dispensary licensee. If the individual requesting the user account for the web portal has not yet submitted an application for an employee license, the Board is requiring confirmation, from a known PAKE, that the individual identified in the request is has authority to sign on behalf of the dispensary and will be submitting an application to be licensed as a medical marijuana dispensary employee in the future. At the time that a Certificate of Operation is issued and after, all accounts must be held by a licensed medical marijuana dispensary employee.