

# STATE OF NEW YORK

9622--B

## IN ASSEMBLY

January 21, 2026

Introduced by M. of A. PEOPLES-STOKES, LUPARDO -- read once and referred to the Committee on Economic Development -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- again reported from said committee with amendments, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the cannabis law, in relation to limiting prohibitions of advertising of cannabis products or services on billboards

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. Subdivision 1 of section 86 of the cannabis law is amended  
2 to read as follows:

3 1. The board shall promulgate rules and regulations governing the form  
4 and content of advertising and marketing of licensed cannabis and any  
5 cannabis products or services in a manner not inconsistent with the  
6 provisions of this section.

7 § 2. Paragraph (k) of subdivision 2 of section 86 of the cannabis law  
8 is amended to read as follows:

9 (k) is in the form of a billboard that violates the provisions of  
10 paragraph (a), (b), (c), (d), (e), (f), (h) or (i) of this subdivision,  
11 subdivision two-b of this section, or paragraph (a) or (b) of subdivi-  
12 sion three of this section or that includes any cannabis brand informa-  
13 tion; or

14 § 3. Section 86 of the cannabis law is amended by adding two new  
15 subdivisions 2-a and 2-b to read as follows:

16 2-a. For purposes of this section a billboard shall mean any off-prem-  
17 ises signage, of any size or any location.

18 2-b. (a) No billboard shall be permitted that does not advertise a  
19 licensee. A licensee shall not permit the use of their trademarks,  
20 brands, names, locations, or other distinguishing characteristics for  
21 third-party use on advertising in a manner that does not comply with the  
22 provisions of subdivision two of this section.

23 (b) On and after the effective date of this subdivision, any billboard  
24 advertising a licensee shall only be permitted to include the following  
25 information:

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

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- 1 (i) The licensee's name, license number, logo, entity name, or doing
- 2 business as name;
- 3 (ii) The address, phone number, email address, website URL or QR code
- 4 for the licensed business;
- 5 (iii) The nature of the business for which the entity is licensed;
- 6 (iv) The licensee's business slogan;
- 7 (v) The hours of operation for the licensed business;
- 8 (vi) Notice of opening status or an authorized licensee showcase
- 9 event;
- 10 (vii) The licensee's social equity status, if applicable to the licen-
- 11 see;
- 12 (viii) Directional information to allow a consumer to locate such
- 13 licensee; and
- 14 (ix) Any other factual information pertaining to the licensee as
- 15 promulgated by the board through regulation.

16 § 4. This act shall take effect immediately.