

STATE OF NEW YORK

9622--A

IN ASSEMBLY

January 21, 2026

Introduced by M. of A. PEOPLES-STOKES -- read once and referred to the Committee on Economic Development -- committee discharged, bill amended, 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. Paragraph (k) of subdivision 2 of section 86 of the cannabis law is amended to read as follows:

2 (k) is in the form of a billboard that violates the provisions of
3 paragraph (a), (b), (c), (d), (e) or (i) of this subdivision or paragraph (a) or (b) of subdivision three of this section or that includes
4 any cannabis brand information; or

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

6 2-a. For purposes of this section a billboard shall mean any off-premises signage, of any size or any location. No billboard shall be permitted that does not advertise a licensee. A licensee shall not permit the use of their trademarks, brands, names, locations, or other distinguishing characteristics for third-party use on advertising in a manner that does not comply with the provisions of subdivision two of this section. On and after the effective date of this subdivision, any billboard shall be permitted to include, but not be limited to, the following information:
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8

9 (a) A licensee's name, logo, entity name, or doing business as name;

10 (b) An address, phone number, email address, website URL or QR code;

11 (c) The nature of the business for which the entity is licensed;

12 (d) A licensee's business slogan;

13 (e) A licensee's hours of operation;

14 (f) Notice of opening status or an authorized licensee showcase event;

15 (g) A licensee's social equity status, if applicable to the licensee;

16 and
17

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

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1 (h) Directional information to allow a consumer to locate such licen-
2 see.

3 2-b. A billboard which advertises a licensee in the manner permitted
4 in subdivision two-a of this section, which has been in place prior to
5 the effective date of this subdivision may continue, and any new bill-
6 board placed after such date shall comply with the requirements of
7 subdivision two-a of this section. Regulations or guidance may be issued
8 in a manner not inconsistent with the requirements of this section.

9 § 3. This act shall take effect immediately.