

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:

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

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

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

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

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

2-a. For purposes of this section a billboard shall mean any off-premises signage, of any size or any location.

2-b. (a) 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.

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