

STATE OF NEW YORK

8913--B

IN SENATE

January 15, 2026

Introduced by Sen. COONEY -- read twice and ordered printed, and when printed to be committed to the Committee on Investigations and Government Operations -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- 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 canna-
2 bis law is amended to read as follows:

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

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

9 2-a. For purposes of this section a billboard shall mean any off-prem-
10 ises signage, of any size or any location. No billboard shall be permit-
11 ted that does not advertise a licensee. A licensee shall not permit the
12 use of their trademarks, brands, names, locations, or other distinguish-
13 ing characteristics for third-party use on advertising in a manner that
14 does not comply with the provisions of subdivision two of this section.
15 On and after the effective date of this subdivision, any billboard shall
16 be permitted to include, but not be limited to, the following informa-
17 tion:

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

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

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

21 (d) A licensee's business slogan;

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

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

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

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

3 (h) Directional information to allow a consumer to locate such licen-
4 see.

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

11 § 3. This act shall take effect immediately.